

*First in
The Drycleaning
Industry
Since 1910*

THE NATIONAL CLEANER

A REUBEN H. DONNELLEY PUBLICATION

Sketchley

SAME DAY CLEANING



Professional care is exemplified by this British cleaner's typical store. Slogan on window reads "Get all-around smartness." Same-day service sign promises garments in by noon will be ready by 4:30 story on page 40

- ▶ Small cleaner gets quality plus efficiency . . . page 28
- ▶ Price against coin-op backfires. page 34

JUNE · 1961

Get 'em both!



Get 'em both!

You catch Dirty Solid with Hyflo...
Now you've got Hysweet* to catch
Fatty Acid (and with minimum
detergent loss!)*

Sure, you use a sweetener now . . . or distill . . . to rid your solvent of free fatty acid. But think of the good "soap" you lose at the same time! No more!

Hysweet — a modern sweetener by Johns-Manville, the maker of Hyflo — chases more free fatty acids from your solvent. And . . . with almost no "soap" loss! Tests show you can save up to \$350 yearly, based on a 125-gallon charged system, as compared to weekly distillation.

You add Hysweet *after* your regular Hyflo precoating. The need to distill is drastically reduced . . . even eliminated. You no longer need to worry about free fatty acid build-up.

How to get Hysweet? Ask your Hyflo dealer or write: Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

HYFLO • HYSWEET



*Hyflo and Hysweet trademarks Reg. U. S. Pat. Off.

JOHNS-MANVILLE





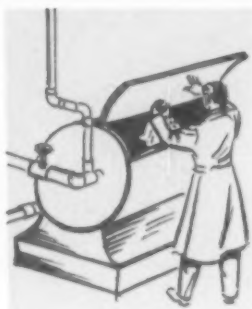
BUCKEYE "Scoops"

the Industry



Here's How →

A BRAND NEW CLEANING CONCEPT WITH **BUCKEYE** CLARIFYING PROCESS!



NO DUSTING

Hard activated granular carbon eliminates the dusting problem that is associated with present day pulverized carbon.



CLEANER SOLVENT

K.O. the color with Buckeye's hard granular activated carbon. Out goes the color, up goes the brightness in cleaning.



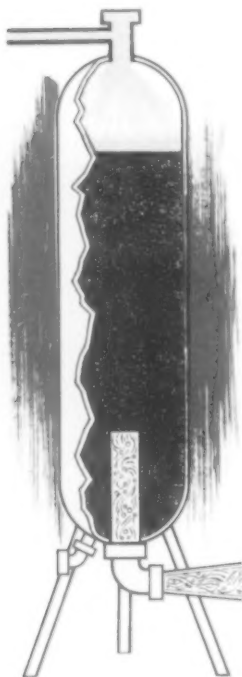
LESS FILTER PRESSURE

Eliminating the need for activated carbon to be placed on screens, bags or tubes, allows free flow of solvent.



ECONOMICAL

By eliminating daily dosages of powdered carbon and knowing the greater adsorptive powers of hard activated granular carbon, the savings are fantastic.



GUARANTEED CLARITY WITH NEW! EXCLUSIVE BUCKEYE CLARIFYING PROCESS

This is the revolutionary new process that out dates ineffective "batch type" operations. Super-activated hard granular carbon in special scientific equipment has resulted in the clearest solvent ever produced.

- Improves solvent quality
- Lower carbon dosage and costs
- Cleaner, eliminates slurring and dusting
- Highest solvent clarity over batch methods
- Protects customers clothes from "carbon loads"

CARBON TOWER

Exclusive, revolutionary Davies-Young equipment used in processing the super-adsorptive activated hard granular carbon for solvent clarification.

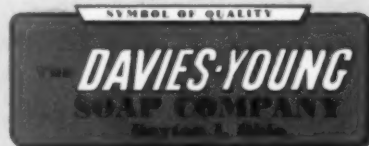
HARD GRANULAR ACTIVATED CARBON 25 lb. Bag



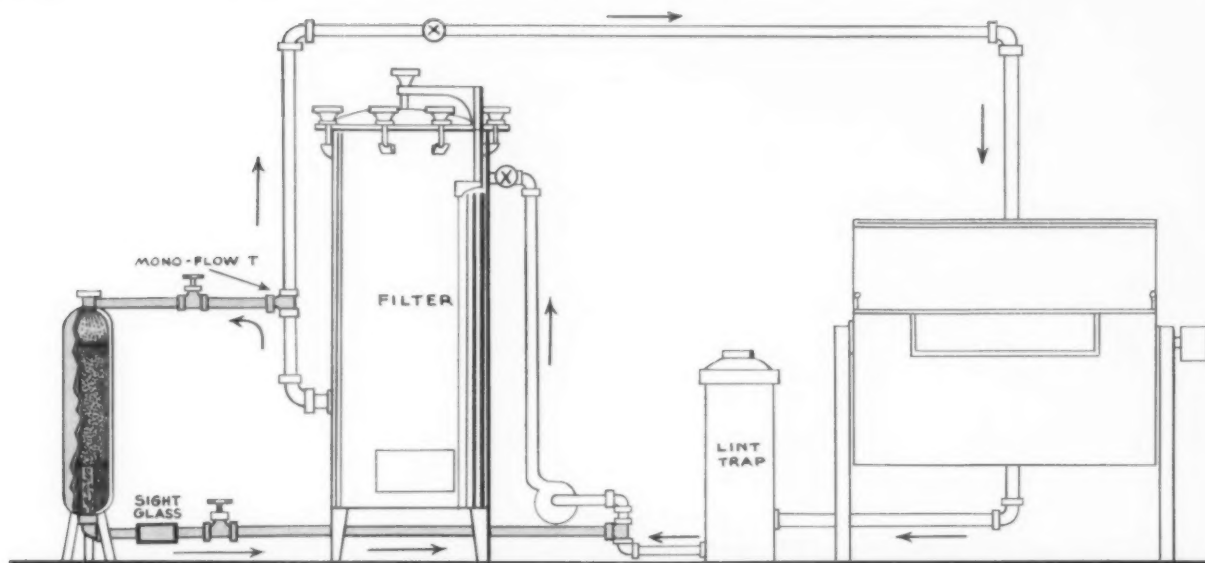
BUCKEYE

* PAT. APPLIED FOR

CLARIFYING PROCESS



STANDARD PETROLEUM UNIT WITH "BCP" CARBON TOWER ATTACHED



Green denotes piping arrangement for easy installation of "BCP"

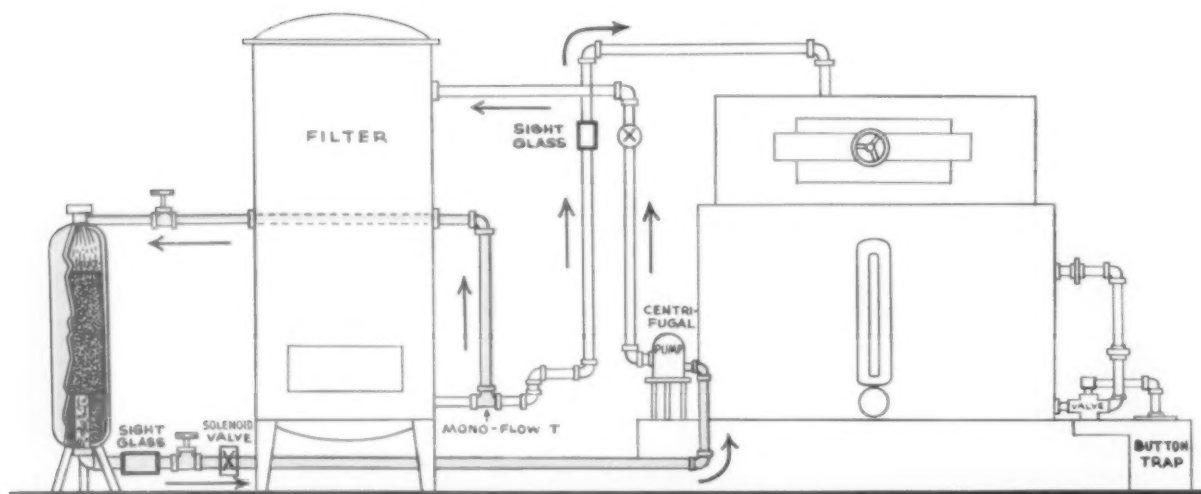
INSTALLATION INSTRUCTIONS FOR BUCKEYE CARBON TOWER

1. Insert proper size Monoflow supply T into outlet line from pressure filter. NOTE: Be sure Monoflow supply T is placed properly in line so as to divert approximately 10 percent of the solvent flow to the side outlet of Monoflow T.
2. Run line from side outlet of Monoflow supply T to side inlet of "Fill T" of Buckeye Carbon Tower. A standard gate valve should be placed between the two T's.
3. From outlet of bottom center of Buckeye Carbon Tower connect a line to a standard T located at the suction side of filter pump. A standard gate valve should be placed between outlet side of Carbon Tower and suction side of filter pump.
4. The pipe sizes for both inlet and outlet sides of Buckeye Carbon Tower *MUST* be same size.

INSTALLATION INSTRUCTIONS FOR BUCKEYE CARBON TOWER WHEN A CENTRIFUGAL PUMP IS USED

- 1A. The piping arrangement is the same as in 1, 2, 3 and 4 *with the exception* of a solenoid valve (special valve for perchlorethylene and or explosion proof valve for petroleum) must be placed in the outlet line from the Buckeye Carbon Tower. This valve is to be placed after gate valve and before suction side of pump.
- 2A. This valve is to be tied into the electrical circuit that regulates the filter pump. When pump is operating the valve is open, when filter pump is not operating the special valve is closed.

STANDARD SYNTHETIC UNIT WITH "B C P" CARBON TOWER ATTACHED WHEN CENTRIFUGAL PUMP IS USED



Green denotes piping arrangement for easy installation of "B C P"

OPERATING INSTRUCTIONS FOR USING BUCKEYE CARBON TOWER

1. Close both inlet and outlet valves to Carbon Tower.
2. Precoat Pressure Filter in usual manner *using diatomaceous earth only*.
3. After precoat is firmly on filter remove fill cap from Buckeye Carbon Tower. Open outlet gate valve.
4. *Partially* open inlet gate valve to allow solvent to enter Buckeye Carbon Tower slowly.
5. Open a bag of Buckeye "B. C. P." Activated hard Granular Carbon at fill spout on bag. Insert fill spout into 3" fill opening at top of carbon tower and empty contents into tower.
6. Replace fill cap and *open inlet valve fully*.
7. Carbon Tower is now in operation.
8. IMPORTANT: In shutting Dry Cleaning unit down for the day, **CLOSE OUTLET GATE VALVE FIRST**. Then close inlet valve (only after outlet valve has been closed).
9. In starting up Dry Cleaning unit — open inlet valve to Buckeye Carbon Tower first. Then open outlet valve.
10. *Always close* inlet and outlet valves when precoating or backwashing filter.

REMOVING SPENT ACTIVATED HARD GRANULAR CARBON FROM BUCKEYE CARBON TOWER

- 1B. Close outlet and inlet gate valves.
- 2B. Remove fill cap from Buckeye Carbon Tower.
- 3B. Remove drain plug from bottom of Buckeye Carbon Tower.
- 4B. Drain carbon into bucket or suitable receptacle. It may be necessary to crack open inlet valve to allow small amount of solvent to enter tower to completely flush spent carbon.
- 5B. In case of perchlorethylene the spent carbon slurry may be placed in a cooker to recover solvent.

NEW PERMETTE II COIN-OP-DRY- CLEANING-UNIT

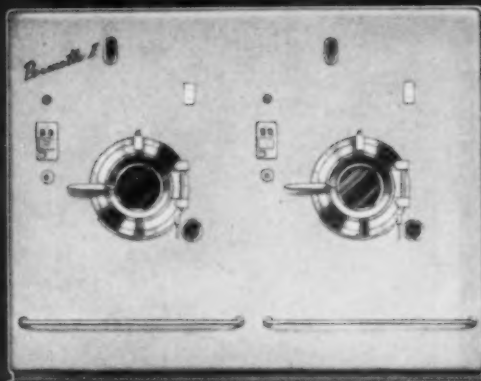


for the greatest
return
on your
investment

DRY CLEANS
2-15 POUND LOADS
EVERY 20 MIN.
(90 lbs. an Hour)

BUILT TO
THE MOST RIGID
PROFESSIONAL
STANDARDS

NEEDS
ONLY
30 sq.
FEET
OF
SPACE



MORE
DOLLARS
PER HOUR
AT A
GREATER
PROFIT

LOW INSTALLATION
MINIMUM
MAINTENANCE

TAKES DOUBLE LOADS
NOW! PREVENTS
OBSOLESCENCE!

NEW
PERMETTE II
by **AMERICAN
PERMAC, INC.**

MAIL
COUPON
TODAY! FOR
FULL DETAILS

Permette II is a product of professional engineering designed to the most rigid specifications. It is the culmination of the experience and know-how of Permac, the world's leading manufacturer of drycleaning equipment. Permette II is far removed from appliance type machinery . . . built to last, with years of trouble free operation assured. Permette II is the machine of the future in load capacity, speed and adaptability. Available Now! Protect your investment with Permette II, the professional's choice.

AMERICAN PERMAC, INC.

COIN-OP DIV.

1569 Merrick Road
Merrick, L.I., N.Y.

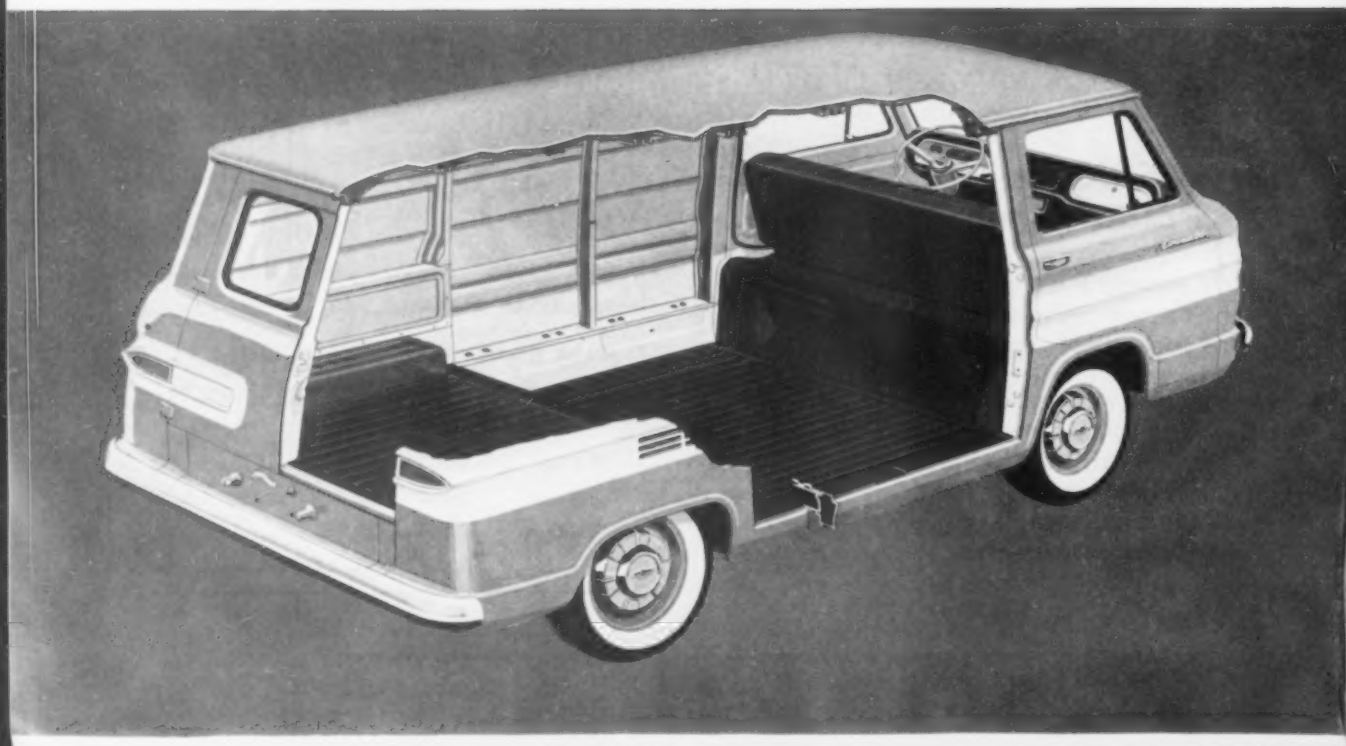
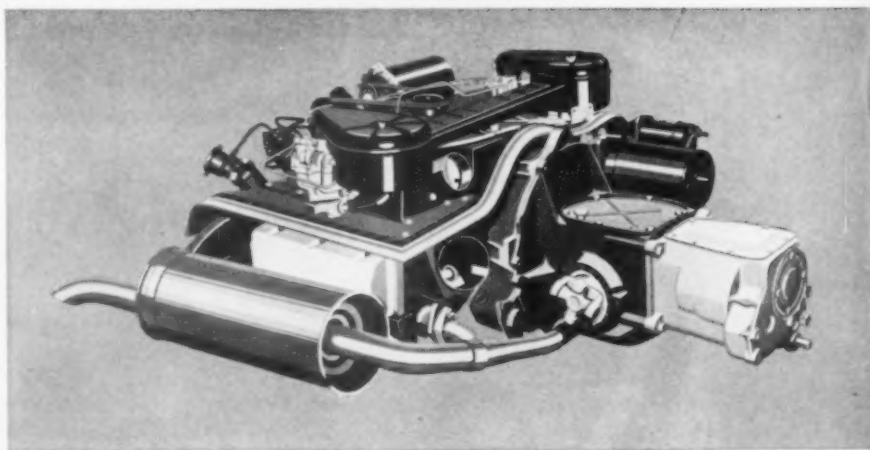
Gentlemen: Please send me information on the
Permette II immediately!

Store _____

Name _____

Address _____

City _____ Zone _____ State _____



THERE'S A DOLLAR-SAVING DIFFERENCE IN CORVAIR 95!

We mean there's a whopping difference—the kind that puts a truck in a class by itself. You can see it, too, especially if you know where to look. In Corvair 95 design details, for instance—the things that tell you a truck is built with care throughout, crafted in a quality way that means more miles before trade-in and less expense along the route. We mean it's the kind of difference that will pay off in dollars every day on your job!

◀ **Power team and driver compartment—evidence of extra efficiency.** Tucked neatly between the rear wheels is the most practical truck-design idea in years—the Corvair 95 *Unipack power team*. Engine, transmission and rear axle are combined in one compact, *durable* unit. Power is delivered to the rear wheels by the shortest, most efficient route. This unitized power train design (including an engine that measures only 17" high) takes up less space—allows for more cargo area in the truck's interior. The engine itself is something new in save-as-you-go power: a tough aluminum air-cooled 6 that moves your loads briskly on a minimum of gas. Up front, the big difference in Corvair 95 design is apparent in a driver compartment that gives you bird's-eye visibility (no hood to limit vision), plenty of leg room, and a comfortable foam cushioned seat—full-width seat is optional at extra cost.

◀ **Corvan's stay-together build goes unchallenged in this field.**

Unitized body construction means maximum strength with minimum weight—for bigger cargoes.

Super-rigid frame-floor assembly outperforms combination of separate frame and body floor. Eliminates a major part of a separate frame's weight.

All-steel double-walled side panels and doors strengthen the body structure. Extra toughness is engineered into a body that gives more room inside.

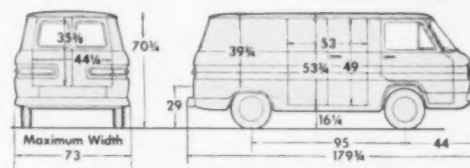
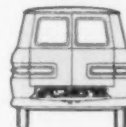
Friction-free coil springs at all four wheels assure top load-carrying capacity and *smooth* ride.

Side-loading platform is only 16¼" off the ground—loading's never been easier, yet there's plenty of clearance below for maneuvering over rough spots.

Big cargoes are easy to load through wide side doors. Doors open so wide that you can load a 4' x 4' crate with ease! Right-side doors standard, left-side doors optional, extra cost.



Engine access door speeds up servicing—gives fast access to oil filler, distributor, coil, generator and oil filter.



Dimensions point up new utility. Note short wheelbase, low side and rear loading heights.

There are literally scores of reasons why no other truck of this type can do so much to put you dollars ahead. There's a cargo area that's 10 feet long . . . with balanced weight distribution that enables a Corvan to carry up to 1,700 lbs. of payload with a 4,600-lb. GVW. There's a short 95-inch wheelbase for nimble maneuvering; deep-biting traction with engine weight in the rear; handsome styling that's good for business.

That's Corvair 95's special brand of *efficiency*, ready to give you bigger profit hauling in the years ahead. See for yourself at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

1961 CHEVROLET STURDI-BILT TRUCKS

CONTENTS

NATIONAL CLEANER



Quality image is first implanted by plant exterior



Spotlighted displays sell stuffed toys and other specialties

JUNE 1961 • VOL. 52, NO. 6

features

| | | |
|---|-------------------|----|
| Quality Is Many-Sided | Tom O'Neill | 28 |
| Price War No Antidote for Coin-Op Drycleaning | William R. Palmer | 34 |
| Grass Roots Consensus on Coin-Op | | 36 |
| Another Look at British Drycleaning | | 40 |
| Part-Timers Unscrambled | William R. Palmer | 46 |
| Your Advertising Clinic | Mervin Dechter | 48 |
| Part 5. Hints on headlines | | |
| Toys, Ties and Sweaters | William R. Palmer | 52 |
| 1-2-3—Go! | Lou Bellew | 56 |
| Premiums and ID Cards Are Dramatic | William R. Palmer | 60 |

conventions

| | |
|---|----|
| Chicago Drycleaners Discuss Coin-Ops | 39 |
| Garden Staters Take Closer Look at Coin-Op Cleaning | 62 |
| Nutmeggers Shunt Coin-Op Fears | 66 |
| 500 at Lone Star Meeting | 70 |
| LCATA Is Back in Show Business | 71 |
| Tri-State Progress Report | 72 |

departments

| | | | |
|-----------------------------------|----|----------------------------------|----|
| New Products and Literature | 10 | N.I.D. Activities | 77 |
| Trends of the Times | 14 | Association News | 77 |
| Money Makers | 15 | Legal Decisions | 84 |
| News From the Allied Trades | 16 | People and Places | 85 |
| Letter From the Editor | 18 | Obituaries | 88 |
| Editorial | 24 | Annual Conventions | 89 |
| The Analyst Answers | 76 | Advertisers in This Issue | 93 |
| | | The Customers Always Write | 94 |

MAIL CHANGE OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, N. Y.
Change of address should reach us one month in advance.



SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance.
Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue \$2.00.
THE NATIONAL CLEANER, June 1961. Published monthly by Magazine Publishing Division, The Reuben H. Donnelley Corporation. Executive and Editorial Offices, 466 Lexington Avenue, New York 17, N. Y. Volume 52, No. 6. Entire contents of this publication covered by general copyright 1961. The Reuben H. Donnelley Corp. All rights reserved. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

A good man to know

He's your Street's field technician,
well-trained in drycleaning operations.

He is equipped to perform valuable
services to plantowners who are eager
to keep pace with the industry through
the practice of advanced cleaning-room
techniques.

He is a specialist in planning, install-
ing and servicing the two-bath method
and Conductivity Control.

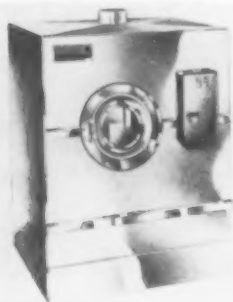
He has an experienced grasp of your
everyday cleaning-room problems and
a desire to help you do your job better
...more profitably.

He proudly wears his Street's pin...
a symbol of dependable service to the
textile maintenance industries for over
83 years.

*Contact your Street's field technician
today for specialized assistance, without
obligation, of course.*



NEW PRODUCTS *and literature*



Glover Coin-Op

A new stainless-steel, automatic, coin-operated drycleaning unit features a fully adjustable weight scale and coin unit which will, it is claimed, lower its rate of obsolescence. The unit, which is self-contained, measures 6 feet high, 5 feet long, 35 1/2 inches deep, and has a 16-pound capacity. A twin size (32-pound capacity) has the same height and depth, but is 10 feet long.

For more information: Bill Glover, Inc., 5204 Truman Road, Kansas City 27, Mo.



Coin-Op Finisher

The Cyclo-Matic Finishing Cabinet, a coin-op garment finisher, will remove wrinkles and refresh up to six garments within a six-minute cycle, the manufacturer states. An earlier model was introduced for department store use four years

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

ago. The present model is available in a variety of colors to fit individual store planning.

For more information: Automatic Steam Products Corp., 140 W. 31st St., New York 1, N. Y.

Powdered Fabric Softener

Softspun is an instant powdered fabric softener developed by Serval Products Co. especially for shirt and institutional laundries. It is said to be completely soluble at any washing temperature, even in cold water, and to work well with blankets, cottons and synthetic fabrics.

The formula and processes of Softspun have recently been purchased by Martens Chemical Corp.

For more information: Martens Chemical Corp., 15-08 121st St., College Point, N. Y.



New Multistop Trucks

A new, more powerful Metro-Mite multistop truck (left), and a new CM-110 series of light-duty multistop trucks with Metro bodies have been announced.

The model CM-80 Metro-Mite, a 200-cubic-foot-capacity unit that can carry 1,000-pound loads, features a new 152-cubic-inch IH-built four-cylinder engine developing 90 horsepower, a 10-inch, nine-spring clutch, and three-speed synchromesh transmission with floor shift.

The CM-110 series uses a 113-horsepower six-cylinder engine—the International valve-in-head BD-220. These models have a 250-cubic-foot load space and a 2,000-pound maximum load capacity.

For more information: International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

New Sanitone Sizing

Sanitone's Style-Set 1050 is a new colorless sizing that is said to give softer hand resistance to scorching, to afford easier pressing with less tackiness, and

permit minimal ring formation in spotting. The new sizing replaces Style-Set 1000 which has been a feature of Sanitone's 30-90 process of drycleaning.

For more information: Sanitone Dry Cleaning Service, Div. Emery Industries, Inc., 4200 Carew Tower, Cincinnati, Ohio.



Dry Sizing Improved

Vivisize, a dry sizing, may now be used in all solvents, the manufacturer states. In charge systems, one percent Vivisize is required in the rinse or soap tank. Dip systems take 5-ounces to a gallon of solvent sizes. Water-white, Vivisize has a stable, fluorescent brightener added.

For further information: Stamford Chemical Company, P. O. Box 1131, Stamford, Conn.

Another Quick-Drying Solvent

A new quick-drying solvent is now available. This is Stamford Chemical's GC-10 combined with the fluorocarbon of General Chemical Division, Allied Chemical Corporation, according to an announcement by Stamford Chemical Industries Inc.

According to Dr. S. Machlis, president, the completely formulated product combining Stamford Chemical's GC-10 with Allied Chemical's fluorocarbon will be known as Fluoroclene.

This nonflammable combination is said to have much lower toxicity than perchlorethylene, and to be five times as volatile as perchlorethylene. Laboratory studies of Fluoroclene show this combination to have very high detergency, low redeposition, marked static control and an improved hand.

Fluoroclene is more expensive than perchlorethylene. But new equipment being developed will permit extremely rapid cleaning

service and thereby result in lower operating costs. The combination of Stamford's GC-10 and Allied Chemical's new fluorocarbon can offer 15-minute cleaning cycles with high quality results, it is claimed.

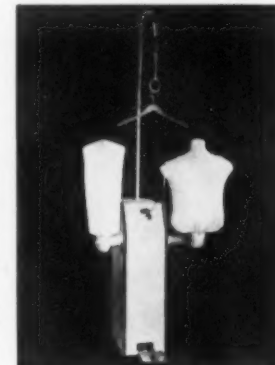
The technical staff of Stamford Chemical is making available Fluoroclene and its service to machine manufacturers to aid in the development of suitable equipment.

Stamford Chemical Company, Stamford, Conn.

Perc Pumps

Marlow Pumps has developed a new line of self-priming centrifugal pumps for coin-operated drycleaning machines. The pumps can be used in handling perchlorethylene and other chemicals of low surface tensions, and feature special seals and slingers which are said to be impervious to the effects of perc. The GE motors come in three ratings—1/4, 1/2 and 1 hp.

For additional information: Marlow Pumps Division, Bell & Gossett Co., Midland Park, N. J.



Cindy Lou Finisher

A new, improved Cindy Lou finisher for hard-to-handle garments including sweaters is now available. Some of the new features are a self-contained air supply blower system, a new steam feed system, a simplified control system, an improved air heating system and a new rugged machine construction.

For more information: United Brass Works, Inc., Randleman, N. C.

Continued on page 82

BISHOP Cleaners-Laundry WORK-SAVERS

Cut costs — boost production and profit

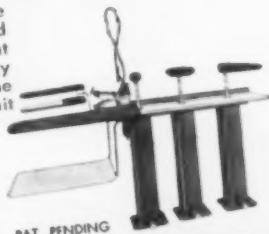


BISHOP SHIRTRANSPORTS

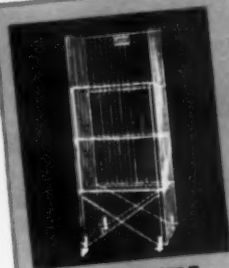
Cut handling $\frac{3}{4}$; fold up to save space. All steel. In 2 sizes: B29-50 (for 50 shirts); B29-100 (100 shirts).

BISHOP® PUF 'N' IRON' FINISHER

The all purpose hand finishing and touch up unit that keeps the quality and adds to the production of unit finishing.



PAT. PENDING



BISHOP 3-SHELF TRANSPORTER

B29-11W

Shelves 26" wide, 18" deep, 15" apart, entire unit is collapsible.



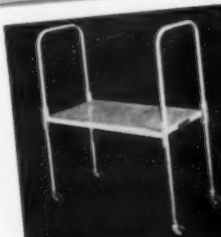
REVOLVING SORTER

Model B26-10.

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip.



A BISHOP® **BRONZE Flexible Hose** FOR ALL LAUNDRY & CLEANING PRESSES



CLOTHES CARTS

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs. No. B2-100



BISHOP Steam Lon

TEFLON Steam Iron HOSE

Lasts many times longer than rubber. Teflon core doubly protected with DACRON covering. Ends all of your hose problems.

Sort at the Folder...

SAVE \$1,000 PER YEAR



MultiTier Sectional Sorter - Transporter

Start with what you need now... ADD bins five-at-a-time as your needs increase.

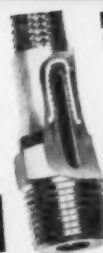
10-Bin, 15-Bin, 20-Bin Units



Rollo-Ball TEAR-PROOF BAGGING ROD

WITH STAND SAFE FOR PLASTIC IDEAL FOR PAPER

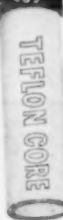
MODEL NO. B30-98A



FOR ALL LAUNDRY AND DRY CLEANING PRESSES

BISHOP'S BishLon® WITH CORE OF TEFLON®

Doubly protected with silvery metal braid. Bishlon ends all of your hose problems.



BISHOP MOBILMARK

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes: B2-133D (120#) B2-131D (200#)

Fabric-Safe® DOUBLEPLATE®



SIZES TO FIT ALL MODELS OF CLEANERS PRESSES

BOOSTS PRODUCTION... INCREASES QUALITY

NO steam marks, moire or heat-damage... NO glazed seams

Never before anything like it. Cushioned pressing surface — PERMANENTLY resilient and flexible — perfectly matched to special shock-absorbing, heat-resistant padding. Makes all presses — and pressing — better, faster, easier by far.

SIZES TO FIT ALL MODELS OF CLEANERS PRESSES

CUSHNTOP® BUK-COVER & BUK-PAD

SPRAY GUNS

SUPER SPRAY MODEL B70-5555



MODEL F Squeeze-Type Gun



MODEL S Pistol-Type Gun

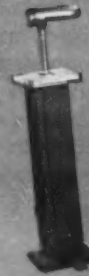
BishoMatic thumb-controlled solenoid-operated STEAM-ELECTRIC IRON

Complete as shown, including cord, steam hose, solenoid, valve, pilot light, separator, cord arm, mounting bracket, ready to install on board...



No. B63-53 (3-lb. iron)
No. B63-56 (6-lb. iron)

SHOULDER & SLEEVE PUFFER



MODEL B5-1115B

The patented and perforated base of this puffer unit is slowly spun and shaped for a wide variety of finishing applications... pays for itself quickly out of savings in time and effort. Delivers air under pressure to increase production and speed while reducing finishing time.

BISHOP FREEMAN CO.

© 1967 BY B.F.
TRADEMARK OF BISHOP FREEMAN CO.
ALL OTHER TRADEMARKS FOR BISHOP FREEMAN CO. PRODUCTS

MANUFACTURERS
EVANSTON, ILL., U.S.A.



Coin-Op Break-through... for every cleaner worried about coin-op competition

Manitowoc has broken through the coin-op price barrier with a unique customer-operated system that can protect and increase your present volume and profit! Now *any* cleaner can offer self-service without a back-breaking investment . . . without extensive remodeling . . . but with finer quality cleaning than is possible with any coin-op machine available.

The new Maniowoc Self-Service System* gives you *all* the advantages of coin-op with none of the disadvantages. Best of all, you can start right now, using your present cleaning machine, teamed with a bank of four or eight Maniowoc Self-Service coin-operated cabinets—featuring exclusive automatic steam-air finishing of cleaned garments. As your volume grows, additional

coin-op cabinets and an additional Maniowoc Super-Speed Recovery Tumbler can be added at a cost that is *way below* an ordinary coin-op installation of limited capacity.

With the Maniowoc Self-Service system there is no additional overhead to worry about, and the initial cost will be only a fraction of what your coin-op competition has invested in machinery *plus* a huge overhead. We believe that no other method of coin-op cleaning can match the quality, capacity and profit of the Maniowoc Self-Service system. So, if you're worried . . . or if coin-op competition has already hurt you . . . *right now* is the time to contact your Maniowoc jobber for full, profitable information. Or, send in the coupon below.

*Pat. Applied For



Compete

... with any coin-op on **PRICE...**
CONVENIENCE ... SERVICE!

Beat

... any coin-op on **QUALITY ...**
CAPACITY ... PROFIT!

Easily Adaptable to Your Present Equipment

● **LOWEST INITIAL COST**
LOWEST OPERATING COST

Teamed with your present cleaning machine, the completely installed price of four Self-Service units is below \$3,000. And operating cost is less because you use less solvent, soap, steam and power than ordinary coin-ops.

● **MORE PROFITABLE CAPACITY**
WITH MORE FLEXIBLE OPERATION

Why be satisfied with a limited hourly payload when the versatility of the Manitowoc Self-Service system gives you almost unlimited capacity? Customers are not limited to separate 8-lb. loads ... your hourly profit is not restricted.

● **FINER QUALITY CONTROL ...**
STEAM-AIR FINISHING

You'll have better customer satisfaction because you control quality. Solvent is kept cleaner with heavy-duty filters and stills. And only Manitowoc Self-Service units incorporate steam-air finishing to beautifully condition garments.

● **OFFER BOTH SELF-SERVICE AND**
PROFESSIONAL CLEANING

You're not restricted to coin-op with this system. One cleaning machine can handle both Self-Service and your regular service simultaneously. Every coin-op customer increases demand for your regular service ... with added profit.

● **NOTHING NEW TO LEARN ...**
NO UNTRIED EQUIPMENT

All cleaning is done with equipment and processes with which you are now familiar. You know what to expect ... you know how to produce the finest quality work at a competitive price, with a heavy-duty machine built to "take it" for years.

● **IMMEDIATE FINANCING AVAILABLE ...**
NATIONWIDE NETWORK OF JOBBERS

You can get prompt financing with terms any cleaner can afford. There's no reason to hesitate because of lack of immediate funds. And the Manitowoc jobbers from coast to coast have established, well-stocked parts centers with fully experienced personnel.

ACT NOW! GET MORE INFORMATION TODAY!

MANITOWOC

MANITOWOC ENGINEERING CORP.
(A subsidiary of The Manitowoc Company, Inc.)
MANITOWOC, WISCONSIN

Send more MANITOWOC SELF-SERVICE details to:

MS-2

NAME

TITLE

COMPANY

ADDRESS

CITY

ZONE

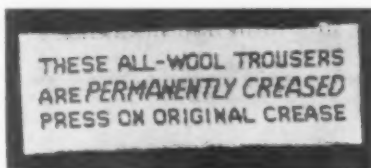
STATE

TRENDS of the times

A New Textile Handbook recently published by the American Home Economics Association was compiled and written by the NID's Dr. Dorothy Lyle, president of the AHEA, and other leading educators in the field of textiles and clothing. The Handbook includes a wide coverage on textile fibers, yarns, fabric construction, dyes, standards, etc., for consumers, home economists and students. It may be obtained for \$1.25 from the American Home Economics Association, 1600 20th St., N. W., Washington 9, D. C.

#

Vacation Countdown: To launch your employees on a safe and happy vacation, you might be interested in a new eight-page illustrated brochure that gives helpful tips on preparing for the family vacation. The booklet is called "Vacation Countdown," and a single sample copy and further information are available from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.



Watch for This Label: The label illustrated here now appears in the suits and/or slacks of 75 manufacturers. Drycleaners are being urged to press on the original permanent crease; otherwise a double crease will result which is hard to remove.

The label is sewn to the inner waistband of men's all wool trousers featuring this crease.

#

Delivery Costs: "Knowing costs in advance" was shown to be the primary motivation for preferring leasing to truck ownership, in a survey made among a group of New England lessees, reported Frank Max, Jr., president of National Truck Leasing Sys-

tem. Release of capital had always been assumed to be the primary motive in any switchover from truck ownership to truck leasing. But the "no capital" reason, in fact, ranked third, while "no upkeep worries" was the second most important reason given by business men who had switched to full-service leasing from truck ownership.

#

Community Service: Harvey Young, Koon's Cleaners, Bucyrus, Ohio, has been elected president of the Bucyrus Junior Chamber of Commerce.

In Paramus, N. J., Michael Freeman, Unique Cleaners, made a truly generous gesture to the Little League Association. He offered to clean all of the newer sets of baseball uniforms for the association free of charge. This will total about 800 boys' uniforms for the season.

The Saskatchewan Association for Retarded Children has appointed Joe Rosenberg, Custom Cleaners Ltd., Saskatoon, Sask., Canada, head of its province-wide drive for funds. This is only one of Mr. Rosenberg's many services to that Canadian community.

Faulds Cleaners, St. Thomas, Ont., Canada, has offered a twelfth-grade student a \$100 scholarship for writing the best essay on the drycleaning industry.

The Dry Cleaners Guild of Columbus, Ohio, is collecting and drycleaning clothes, free, that will later be sold in thrift shops for the benefit of the Children's Hospital.

In Las Vegas, Nev., the ABC Cleaners is donating 50 percent of one week's receipts to the YMCA Building Fund campaign.

#

Clear and Concise: In order to create a uniform set of symbols directing consumers on handling of textile products, the National Retail Merchants Association is sponsoring Sure Care Symbols. These symbols will be permanently stamped, sewed, printed or cemented on the product. They will be clear and concise—"wash by hand" will be indicated by a picture of a hand and "don't wash" by an X through the hand. Drycleaning is symbolized by a drycleaning drum, and an iron means that the garment will iron.



The Big Difference is in the System! • Seeing is believing!

IMPROVED *Original* PRE-MARKED STRIP-TAGS • Same low prices, high quality

Available in 10 colors... Numbers 1 to 100
... Write for free System A Instruction Manual, complete with samples.

PRE-MARKED STRIP TAG CO.
3232 INDIA STREET • San Diego 12, California
Phone CY 5-2116



We save time... not paper!

Insist on the original. Refuse substitutes.

MONEY MAKERS



Sign Is Giant Hanger

Petri's Cleaners in Long Beach, California, makes use of a novel sign to attract attention to its parking lot across the street from the plant. This corner lot with space for about 20 cars has proved an important factor in expanding drive-in volume at a location lacking on-street parking space.

The big metal-framed hanger is 18 feet wide and 9 feet high from the top of the hanger neck to its lower edge. Pebble-surfaced white plastic panels on both sides are illuminated with interior fluorescent lights to back the 18-inch-tall firm name which is in dark blue. "Cleaners and Laundry" is done in red. The entire frame is painted dark blue.

Seven-inch cast-steel support posts are embedded in a 6-foot block of concrete, according to city regulations. The installation cost \$2,500 and, according to Otto Peteri, it has been worth every cent in advertising value.

An important feature of the black-topped parking area is worth mentioning. Parking spaces were laid out in a manner that would give the customers ample room to open car doors wide enough for easy loading of their finished drycleaning orders. Parking spaces here are 8 feet wide with a double line separating the spaces. The distance between the double lines is 2 feet to insure at least 3 feet between cars.

Keeping Track of Strays

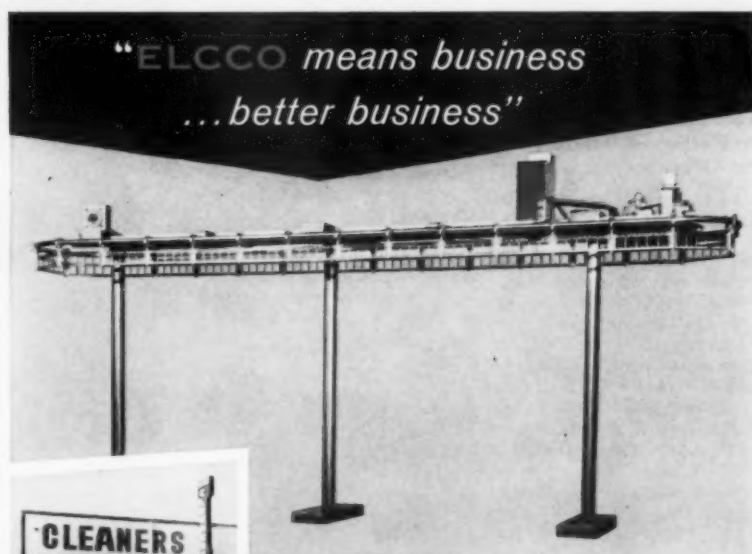
Stray garments turn up occasionally with no indication of their rightful owner. Richard "Stubby" Newman, who operates Sparkle Cleaners & Launderers in Bakersfield, California, has come up with a partial solution.

When such a garment shows up at the Sparkle plant it gets immediate attention following an all-out effort to match it with its proper order. A special record form is filled out with all the pertinent information as to type, size, color, mark used, manufacturer's label, lot number, and just where it first showed up in the plant. The filled-out form is then placed over the garment's hanger and stays there until its rightful owner is located.

Whenever such an article is reported missing by a customer the gar-

ment is presented for her inspection. If it belongs to her the hunt is ended. If not, the date is noted on the form along with the customer's name, and a notation made that it was not claimed by her.

Each customer who claims loss of a similar garment is given a chance to inspect it, and her name and the other information are entered on the form. According to Stubby this has eliminated showing the garment to the same customer more than once, and saved lots of time.



Shown above is the new electric Elcco garment conveyor



In fast-growing Pacoima, California, John and Sue Grizzell win and keep customers with an up-to-the minute drycleaning service, utilizing both a Shop-in-Car window and modern counter facilities. The electrically operated Elcco automatic conveyor eliminates long customer waits. The fast, worry-free operation of the big Elcco cold perchlor cleaning unit has a 180 lb. per hour capacity. In combination, these Elcco pace-setters enable the Grizzells to offer fine drycleaning at reasonable prices.

Make Elcco equipment part of YOUR success story. Write today for full particulars about Elcco—the line with the money-back guarantee.



ELCCO PRODUCTS Division of Weber Aircraft Corp.
8255 Compton Avenue, Los Angeles 1, California

NAME

COMPANY

ADDRESS

CITY ZONE STATE

Mail today for more facts about ELCCO!

NC-6

NEWS *from the allied trades*



PAUL WARREN

Street's Report to Stockholders; Election of Directors And Officers

In his annual report to the stockholders of R. R. Street & Company Inc., Chairman Paul Warren reported one of the most successful years of the 85-year history of the business.

He predicted an equally successful operation in 1961 by virtue of completed research in the development of two new chemical products which are now ready for volume manufacture and distribution.

Mr. Warren also reported that the corporation has already experienced a sharp increase in 1961 sales as the result of a recent acquisition of Frontier Chemical Company's production of perchlorethylene for drycleaning use. He informed the stockholders that this important item, like products of Street's own manufacture, would be sold through authorized distributors, and that additional field technicians are being employed and trained to render a more complete service to plants using PerSec perchlorethylene.

Directors and officers elected in the May 8 annual meeting are as follows: Chairman and chief executive officer—P. V. Warren; president and treasurer—J. L. Mayberry; vice-president—E. J. Heidersbach; director of research—C. E. Stauffer; secretary and assistant treasurer—L. R. Ballinger; assistant secretary—R. A. Sharkey.

Amsco Appoints Barker

Thomas Barker has been appointed Midwest sales manager

of American Mineral Spirits Company. Mr. Barker joined Amsco in 1950 as a sales representative. He has served as head of Amsco's mid-South division and since 1956 as manager of special product sales.

Hammond Machinery Is Sold

A new corporation, Hammond Industries, Inc., has purchased the Hammond Laundry-Cleaning Machinery Company, and will manufacture and sell a complete line of industrially designed drycleaning and laundry machinery for the coin-op and textile maintenance field.

The new corporation will build from the present base with sizable expansion of its facilities, product line distribution, and sales-advertising program. The expansion of Hammond Industries will be directed by H. J. Mitchell, president of the firm. Roger N. Conger, president of Hammond Machinery, will remain as a key executive and chairman of the board of the new company.



BERNARD KRAMER

Kramer Joins Eastern Permac

Bernard (Whitey) Kramer has been appointed division manager of Eastern Permac Corp. covering the territories of New York, Pennsylvania, Delaware, Maryland and the District of Columbia.

Mr. Kramer has been employed in the drycleaning industry for 12 years and has special experience in the technical aspects of drycleaning machinery, chemicals used within the industry, and plant layouts.



THOMAS H. SHUGART

Shugart Corporation Formed

The Shugart Corporation of Jacksonville, N. C., a newly formed corporation for the distribution of coin-op drycleaning and laundry machinery, has announced the opening of branches in Pennsylvania, Ohio, Virginia, North Carolina, South Carolina, Florida, Georgia and Alabama.

Thomas H. Shugart heads the organization, and H. E. Dillon is vice-president and general manager.

N.A.L.C.C. Activities

John M. Crouse, general manager, Commercial Laundry and Dry Cleaning Division, Whirlpool Corporation, was elected chairman of the executive committee of the National Automatic Laundry and Cleaning Council. Vice-chairman and treasurer is Spencer N. Rich, Norge Sales Corporation, and secretary is Monte Huebsch, Jr., Huebsch Originators.

The council plans to invite distributors to join with manufacturers in their nationwide effort to promote the welfare of the coin-op self-service laundry and drycleaning industry.

Clayton Names Managers

The Steam Generator Division of the Clayton Mfg. Co. has announced the appointment of Paul Moore as district manager to supervise sales and service activities in Pittsburgh, Cleveland and Buffalo. Mr. Moore, who has served with Clayton since 1946, will have headquarters in Pittsburgh.

William B. Stoehr has also been named a district manager. His territory will be Southern

California and Arizona. Mr. Stoehr came to Clayton in 1960. Previously he had been a regional manager for an Eastern boiler manufacturer.

McCrary's To Install Coin-Ops

McCrary Corporation will become the first major variety chain to install coin-op laundry and drycleaning machines in its stores.

A proposal to this effect, approved by the company's board of directors, resulted in an agreement between McCrary and the Norge Division of Borg-Warner for the installation of Norge machines in future McCrary shopping center stores. When conditions are favorable, it was also announced, McCrary will also experiment with free-standing laundry and drycleaning units.



MILTON BAITMAN

Warco Names Baitman

Warco Laboratories has named Milton Baitman field technician. He will have headquarters in New York City, and cover the Northeastern section of the United States.

Mr. Baitman is a graduate of the National Institute of Drycleaning and has been active in the industry for several years.

Sorry . . .

In a recent issue, news was carried of Mr. John Cook's present activities. These activities are in no way connected with Cook Machinery Company. We regret that this was implied in the notice.



ARE YOU BEING

CON OPERATED?

Are you using a spotting agent that costs 30% to 40% more . . . and delivers 50% less than **Caled Spray Spotter**?

Car coats? Raincoats? Caled Spray Spotter is the only product on the market that will successfully clean these problem garments.

You can use Caled Spray Spotter with petroleum or synthetic solvents. It may be used as a spray or 'brush-on' spotter.

Caled Spray Spotter eliminates time-consuming wet-cleans and old fashioned spotting. It's so easy to use. Caled Spray Spotter will **not** settle once it is mixed . . . will **not** cause rings after drying in garment. **Does the job better than any other product.** Simple to use . . . mix 1 part **Caled Spray Spotter** with 4 parts water . . . spray or brush on spotted garment, rerun in system . . . that's all. Spots are gone without handling or fuss or bother.

Use **Caled Spray Spotter** and avoid build-up difficulties in your system. Buy results . . . not troubles!



Caled Products

COMPANY INC.
BRENTWOOD MARYLAND



Give your customers Professional Quality work every time! Remove tough-to-clean food, blood, beverage, urine, vomit and perspiration stains with **EXZYME**. It is always safe, sure and dependable. Odorless too!

Experience shows that most tough spots, like those mentioned above, do not come out by drycleaning alone—and using wetting agents on the spotting board won't do much more than a charged system. What you need is a good digester like **EXZYME**.

EXZYME (rhymes with "X-time") can be used on the spotting board either before or after drycleaning. Even old or "heat-set" stains will come clean like magic. For big spots use the bath or dip method. Just soak. **EXZYME** does the work for you — frees you for other chores.

Build your reputation for Professional Quality cleaning. Use **EXZYME** every time. Order from your jobber today!



FREE VALUABLE COUPON WITH EVERY JAR OF EXZYME

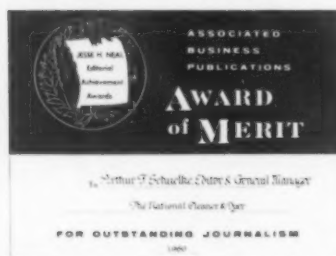
Get free gifts for yourself and your family. Save the valuable coupon that comes with every Exzyme jar.

INDUSTRIAL PRODUCTS DIVISION

Pabst Brewing Company • Milwaukee, Wisconsin

LETTER from the editor

What the judges saw!



EVERY NOW and then, as you plug along at the daily task, something you say creates such an unexpected stir that you yourself are startled. This happened to us at **THE NATIONAL CLEANER** the other day. And what was most significant was not entirely what we said as the company in which we spoke.

The occasion was presentation of several Jesse H. Neal Editorial Achievement Awards. These were made at the annual awards luncheon of the Associated Business Publications. As many readers already know, ABP is to our publications what NID is to drycleaners.

THE NATIONAL CLEANER received an Award of Merit "for 'Your Guide to Merchandising Methods and Measurements,' an article created to help production-oriented small businessmen in the field realize the importance of—and learn techniques of—advertising, merchandising and sales promotion." This was the special editorial content of our Guidebook published in February 1960.

A plaque, illustrated on this page, was awarded posthumously to Art Schuelke. Similar plaques were presented to staff members Lou Bellew, Gerald Whitman and Harry Yeates for collaboration in preparation of the article.

Our enthusiasm over receiving this award was tempered by a re-

view of the subjects treated in other award-winning papers in many fields different from ours. Almost without exception they dealt with major industry-shaking crises or badly needed crusades.

The consensus of the judges, we assume therefore, is that, in presenting certain fundamentals of merchandising, we dealt with something extremely critical to the drycleaning industry. And this was before the advent of coin-op!

Why is this critical? Well—

Ewing Nicholson, NID director from Nashville, Tennessee, was explaining why "the big get bigger" in that mid-South area, or anywhere else for that matter. When cleaning prices increase, the marginal plants use the extra revenue to pay up bills, clear up loans or buy a new house. The quality plants, on the other hand, plow back at least 50 percent of the added revenue into more sales promotion (the rest goes into modernizing equipment and plant).

Mr. Nicholson's Kleenrite Cleaners now spends 7 percent of gross income on advertising and sales promotion. In its early years his annual advertising budget consistently ran 10 percent.

Only 2 percent for advertising isn't even economic, is this seasoned plantowner's observation. At that rate you are likely to get back only about one dollar volume increase for every dollar put into the advertising. At 5 percent for advertising, he thinks you get maybe two-for-one on your investment, which is still slow volume increase.

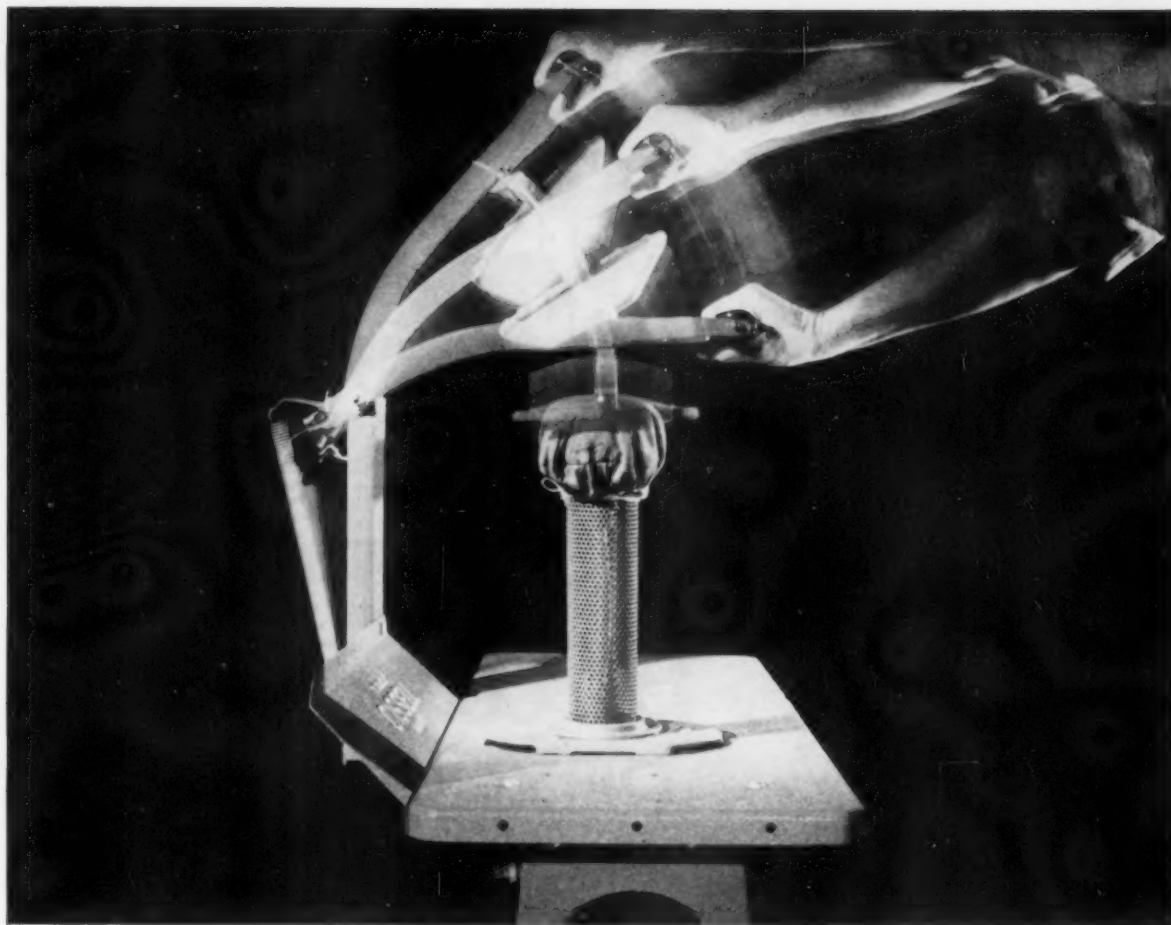
Maybe the ABP Award of Merit judges also saw what Ewing Nicholson sees—real effective merchandising takes real money, like 7 to 10 percent of gross sales!

Bill Palmer

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$16 per 100, one side of a single sheet; \$25 per 100, two sides of a single sheet (8 1/2 x 11). Additional 100's at \$1.50, one side; \$1.80, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor: **THE NATIONAL CLEANER**, 466 Lexington Ave., New York 17, N. Y.

THE NATIONAL CLEANER



all the way out of the way

Push the fabric pressing head of a Cissell Puff Iron back and it goes all the way back out of your way. You can position clothing on puff iron head . . . use a hand pad . . . without interference from the pressing head. Just one example of a Cissell exclusive extra which means so much in daily service.

Cissell Puff Irons make easy work of hard-to-finish fabrics. They can give a fresh, like-new look to tafetas, acetates, nylons, orlons, and cottons. A large volume of upsteam—accurately regulated by the famous Cissell valve—and strong vacuum enable operators to remove difficult wrinkles . . . to reduce



hand ironing. Operators do more work, better work, in shorter time with Cissell Puff Irons.

Puff irons are available in single or double tables . . . one, two, three or four way units . . . and are furnished with or without fabric pressing heads. **CONSULT YOUR JOBBER** for more information. W. M. Cissell Mfg. Co., Inc., Louisville, Ky. Pacific Coast Office, 4823 W. Jefferson Blvd., Los Angeles.

CISSELL

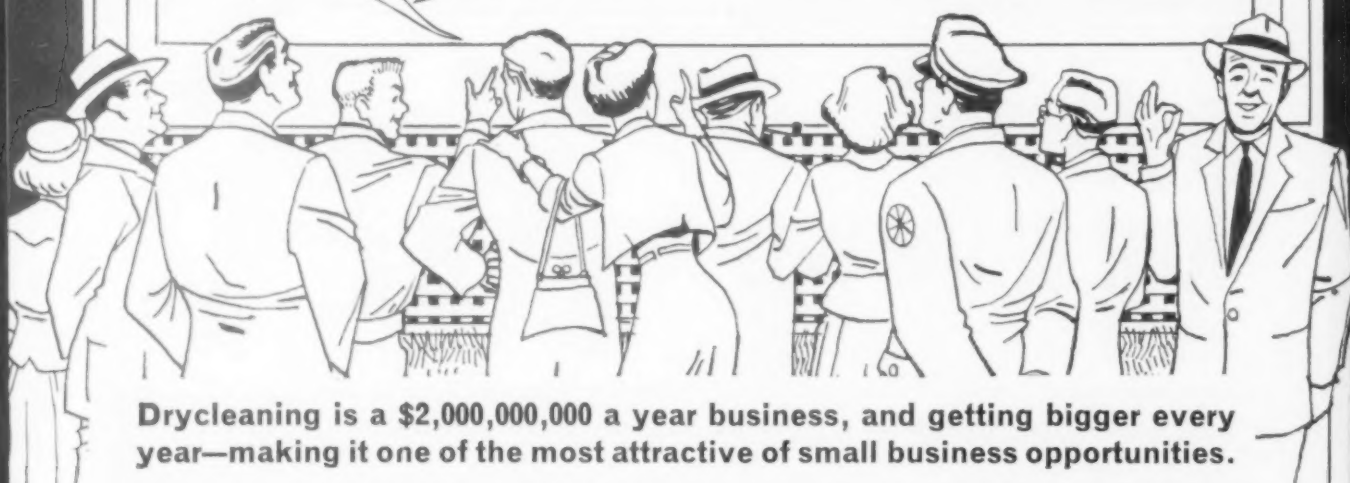
GET ON THE **Betty**

**A Complete Package Program
that Provides Everything
You Need for a Going Operation**



Betty Brite DRYCLEANING

Nation-Wide Quality Control



Drycleaning is a \$2,000,000,000 a year business, and getting bigger every year—making it one of the most attractive of small business opportunities.

A Betty Brite franchise will put you into a modern, completely equipped drycleaning plant with a minimum of time, effort and investment.

The Betty Brite franchise package includes all the items described on the opposite page, plus many more. Equally important, it is sponsored by Detrex, leading producer of quality cleaning chemicals and equipment.

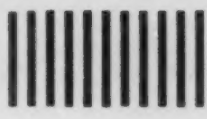
Start Planning NOW...

DETREX DEPENDABILITY
makes the BIG DIFFERENCE

*** In HIGHER Quality Work**
*** In LOWER Operating Costs**
*** In BIGGER Sales and Profits**

FIRST CLASS *
PERMIT NO. 9388
Detroit, Mich.

BUSINESS REPLY CARD
No Postage Stamp Necessary if Mailed in The United States



5c POSTAGE WILL BE PAID BY —

DETREX CHEMICAL INDUSTRIES, INC.

BOX 501, DEPT. E

DETROIT 32, MICH.

IT COSTS YOU NOTHING TO GET
THE MONEY-MAKING FACTS
ABOUT DETREX EQUIPMENT

MAIL THIS POSTCARD TODAY

FILL OUT AND MAIL FOR MORE INFORMATION

DETREX CHEMICAL INDUSTRIES, INC.
Box 501, Detroit 32, Michigan

Please send me the following Detrex literature:

- | | |
|--|---|
| <input type="checkbox"/> Cleaning Machines | <input type="checkbox"/> 30-Month Lease Plan |
| <input type="checkbox"/> Synth-O-Saver | <input type="checkbox"/> "Let's Face the Facts" booklet |
| <input type="checkbox"/> Econ-O-Perk | <input type="checkbox"/> Have Representative Call |

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Brite BANDWAGON

THE INDUSTRY'S BEST EQUIPMENT

Betty Brite equipment is either produced or selected by Detrex for its advanced design, its dependable operation, and its ability to turn out the maximum quantity of quality work in the minimum of time—at more profit per job.

Betty Brite distributor and factory representatives have had more experience in laying out and equipping more Perk plants than any other group. This assures every Betty Brite franchise holder of a most practical and profitable installation.

PLANT LAYOUT and INSTALLATION

BUILDING SIGNS and DECORATIONS

The Betty Brite building sign is most attractive and substantial. The reception area is open, inviting and most convenient. These two items alone will go a long way toward attracting more customers and keeping them pleased with your service.

Your Betty Brite representative will assist in the hiring and training of people for counter sales, office work and plant operation. They will make doubly sure that you and your operators are schooled in equipment operation and maintenance.

EXPERT OPERATOR TRAINING

GRAND OPENING PROMOTIONS

The Betty Brite announcement program is one of the most complete and effective in the business. It includes window trim, souvenirs, handbills, mailing folders—together with ideas for local advertising, merchandising and selling activities.

Sound and sensible accounting, banking and other business practices are absolutely essential to every business. Your Betty Brite representative will advise you in these matters, drawing upon the experience of thousands of successful plant owners.

BUSINESS MANAGEMENT ASSISTANCE

CONTINUED ADVERTISING and MERCHANDISING

It takes consistently good advertising and selling, as well as quality work, to keep old customers and attract new ones. Betty Brite will support its franchise holders with a continuing campaign of advertising and merchandising assistance.

Betty Brite

ASSOCIATES

Division of Detrex Chemical Industries, Inc.
Box 501, Detroit 32, Michigan

Betty Brite

ASSOCIATES

Division of Detrex Chemical Industries, Inc.
Box 501 • Detroit 32 • Michigan

GENTLEMEN: Please have your representative call me to arrange for a meeting on the Betty Brite franchise program.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

PHONE NUMBER _____

EDITORIAL

Keep Your Eye on the Giant!

Credit for the double-barrelled definition of the word "crisis" as meaning both danger and opportunity goes to NID president Ray Vermeers. It was in his welcome to the NID convention in Philadelphia.

This definition comes to mind again as we review many developments. We talk a lot these days about coin-ops, fast solvents, vacuum-operation, carbon towers, vapor reclaimers, muck strippers, clean-only, clean-and-steam, etc.

But we talk in hushed voices, being very careful not to look back over our shoulders. We just hope that, if we don't look, that thing, that giant will go away!

"That giant" is wash-and-wear. It includes any garment designed to make fewer trips to the cleaners. Wash-and-wear is the *only* threat to this industry that is openly and vigorously directed at squeezing out the drycleaner.

It behooves the plantowner to lift his gaze from all these other things and fix it steadfastly on the giant. And from now on he'd best *never let that giant out of his sight*, in all his thinking, planning and operation.

With that wash-and-wear giant locked into perspective, where do clean-only, clean-and-steam and coin-op fit in? Are they inimical to the drycleaner? Or are they more likely to save his hide in the long run?

Right now the cleaner teeters on the verge of pricing himself out of part of the existing market. In some areas pro-care poundage is already off, even though price rises keep dollar volumes up.

At present the established drycleaner still has plenty of room to maneuver, to experiment, adapt, test and reject. But time is running out.

Lino Battiston, Ray Vermeers, Burrill Gottry had lots of publicity on their abbreviated cleaning services. These men didn't explore Bikini-type cleaning for fun. They aren't even completely sold on it! But they are long-range planning guys who can see that giant clearly afar off. They're looking *now* for ways to deal with it.

Ray Vermeers' Bikini plant is a separate operation from his pro-care plants; Gottry uses Bikini service as an off-season special; Battiston figures Bikini service and coin-op will eventually mesh into a supermarket operation to fit customers' every garment need.

These men are successful quality cleaners, quite optimistic about the future of quality drycleaning services. But they also refuse to be backed into a tight corner by any giant. "The time *must* come," states Lino Battiston, "when manufacturers will refer to garments as 'clean-and-wear'. But we must make it so!"

Edward B. Wintersteen, Executive Manager

William R. Palmer, Editorial Director

Lou Bellew, West Coast Editor

Gerald Whitman, Associate Editor

Harry Yeates, Associate Editor

Tom O'Neill, Editorial Representative

Galina Terr, Managing Editor

Rollin Nelson, Presentation Editor

Joseph C. McCabe, Engineering Editor

Louise Mazza, Editorial Assistant

John Mileham, Division Controller

Thomas J. Hanly, Business Manager

Frank L. Mack, Circulation Manager

Walter H. Fredricks, Promotion and Research Manager

Catherine A. Carroll, Production Manager

Richard M. Copeland, General Advertising Manager

Edward W. Korbel, Advertising Director

Kenneth R. Harris, Midwestern Advertising Manager

Joseph M. Boniecki, Midwestern Representative

VOLUME 52, NO. 6.

Published monthly by the Magazine Publishing Division, The Reuben H. Donnelley Corporation, 466 Lexington Avenue, New York 17, N. Y.

Curtis E. Frank, Chairman of the Board; Hamilton B. Mitchell, President; Edward A. O'Rourke, Vice-President; Fred C. Ash, Secretary-Treasurer and General Counsel; Karl G. Clement, Controller.

New York Executive, Editorial and Advertising Offices, 466 Lexington Avenue, New York 17, N. Y. Telephone: ORegon 9-4000.

Chicago Editorial and Advertising Offices, 59 East Van Buren Street, Chicago 3, Illinois. Telephone: WAbash 2-7738.

West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

got a
black sheep
in your
woolen work?



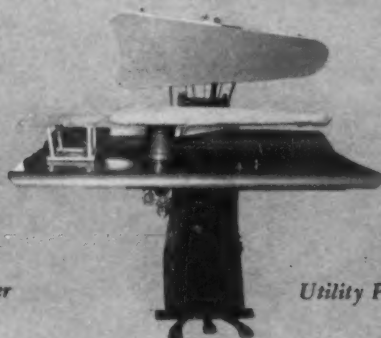
here's a **MODERN, FAST, EFFICIENT** way
to put plus profits into your woolen work with

Adjusta-Form

INCREASE your production and quality with ADJUSTA-FORM'S simplified operation and STEP-O-MATIC controls. Now for the first time, you can have a complete one-operation ADJUSTA-FORM wool unit. The A-3 Fashioner provides as much as 50% in plus production. The utility press is designed for larger lays on coats, pants and dresses.



A-3 Fashioner



Utility Press

WICHITA PRECISION TOOL CO., INC.

450 NORTH SENECA, WICHITA, KANSAS

TOTALLY NEW

AEROTRON SLIMLINE TWO-WAY VHF-FM MOBILE RADIO



*For today's needs—the world's most advanced,
most dependable mobile two-way radio.
Costs less, weighs less, outperforms all others.*

For \$395 complete, you can own the AEROTRON Slimline! That's less than half the cost of those big, bulky sets and considerably less than comparable high-performance units. In fact the AEROTRON lease or financing plan will reduce your Slimline cost to as little as 27¢-a-day.

The Slimline weighs only 8 lbs. 11 ozs. It can be transferred easily from one vehicle to another. This space-saver mounts snugly under any dash—from compact car to heavy truck. Everything including the loudspeaker is in a single case, outdating those bulky 2 and 3-section sets with cumbersome connecting cables. And the

The space-saving Slimline mounts snugly under the dash of any vehicle. Its sleek, new styling blends perfectly with today's new dashboard decor.



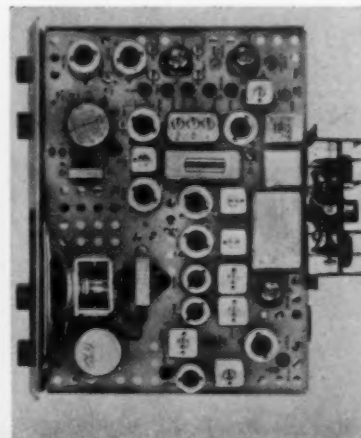
Slimline's refreshingly new styling is sleek and attractive.

Carefully hand-wired circuits are used instead of printed circuits. Optional features include two or three channel operation and UNICALL, AEROTRON'S exclusive protection against unwanted signals.

Now there's no reason to pay for bigger units with more power than you actually need. The Slimline provides the saturation coverage needed for today's business-radio applications.

Compare the AEROTRON Slimline with other high-performance sets. You don't have to be an expert to see that this TOTALLY NEW unit exceeds all existing standards of quality and craftsmanship, and takes

An efficient transistorized power supply and a clean uncluttered arrangement of component parts typify the quality of construction and design.



all the honors for compactness, performance and low cost.

Mail the attached coupon for a free, full-color brochure containing all the details.



Aeronautical Electronics, Inc. Raleigh, North Carolina, U. S. A., the world's largest exclusive manufacturer of Two-Way Mobile Radio Equipment

Please send me complete information on the AEROTRON Slimline Two-Way FM radio.

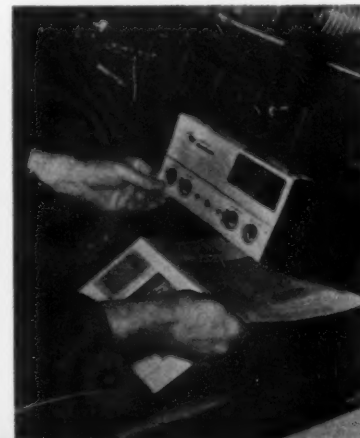
NAME

ADDRESS

CITY

STATE

The Slimline appears actual-size in a new AEROTRON full-color brochure which can be folded to show you exactly how it looks and fits under the dash of your vehicle.





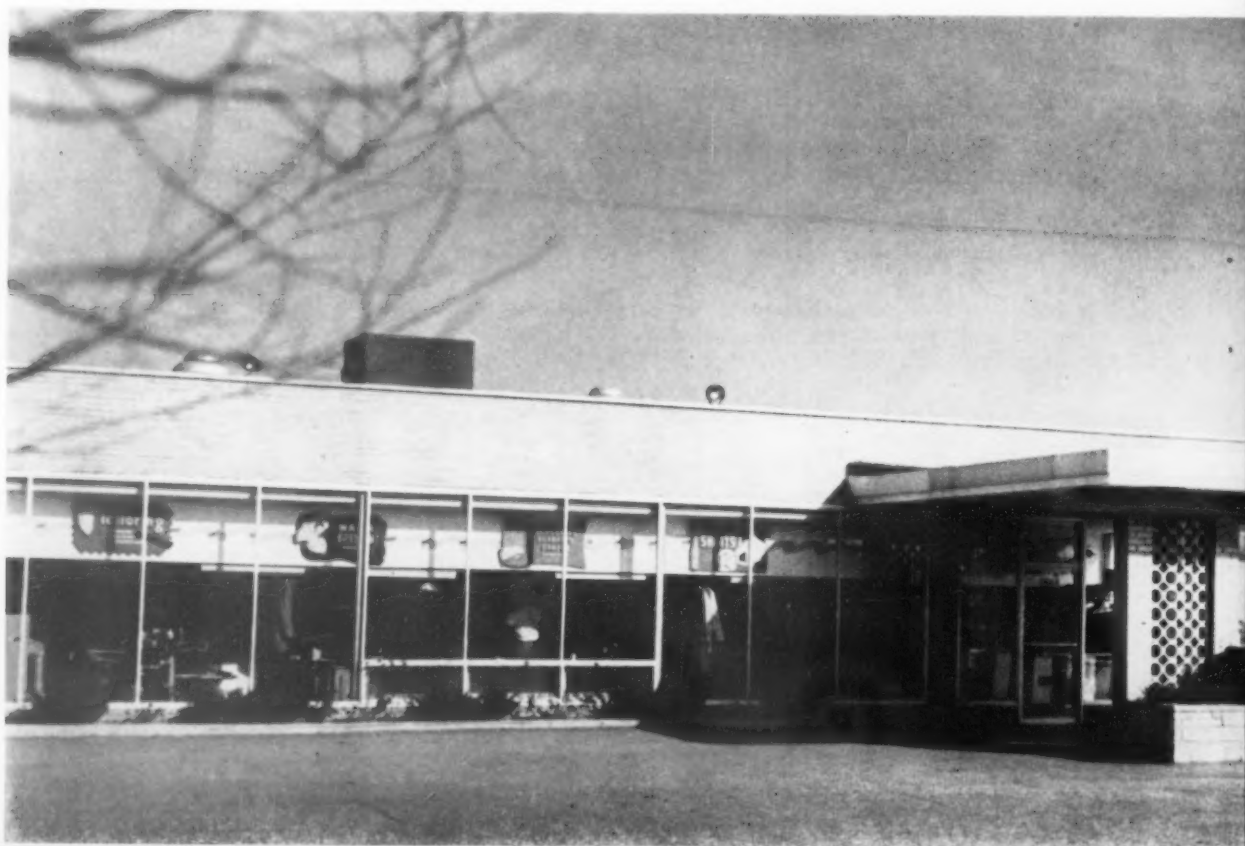
Attractive inside planter and hanging partition separate production from call office without obstructing view of activity

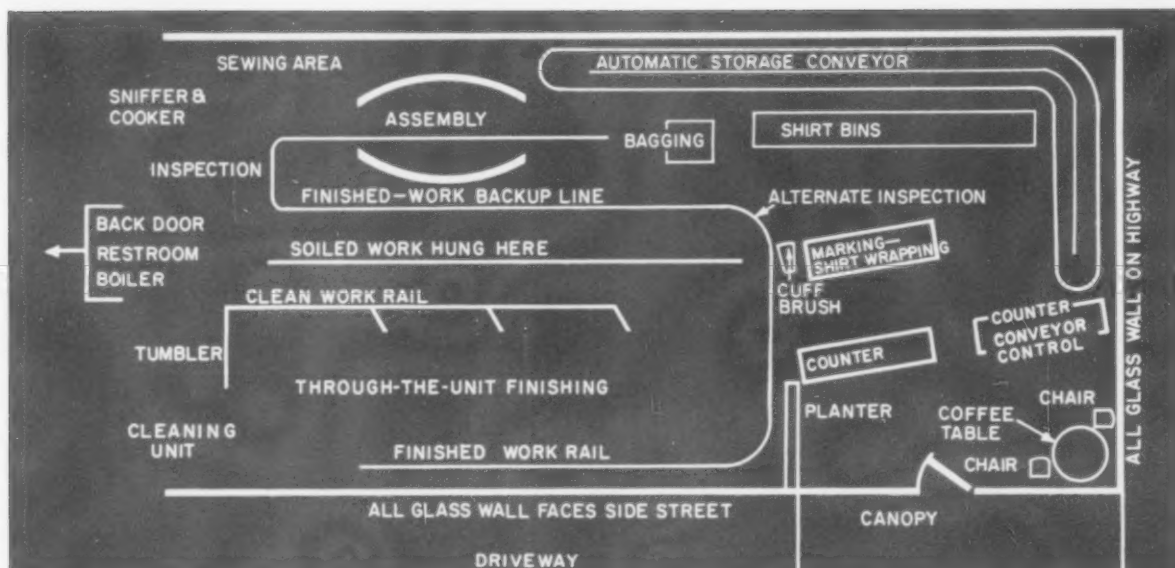
L-shaped conveyor brings garments to counter's edge. Conveyor control dial is prominent to impress customers with the automatic feature

Clean, low architectural lines are softened by shrubbery and masonry grill work. Carport and limestone planter give building a luxury ranch-house touch



QUALITY . . .





Note how soiled work is hung on center rail to keep floor clear. Also cleaner classifies his next load off the line, making for only one handling into the machine

IS MANY-SIDED

It is both good looks
and obvious efficiency



By TOM O'NEILL

A SMALL but very attractive plant is Garden Drive-In Cleaners in Evergreen Park, Illinois. Its owners took time to work out many, many details that are necessary to flick the switch of Mrs. Customer's mental neon that proclaims "Ah, Quality!"

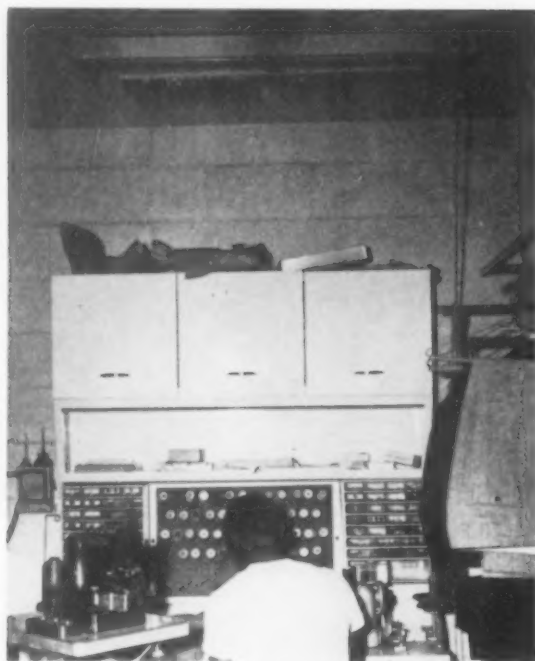
While quite critical of a bad job, Mrs. Customer is not production-oriented. She's not impressed by a random sample of clear solvent. Her concept of quality results from a complex of tiny, sometimes apparently insignificant, forces created by a broad-gauge promoter-salesman. Quality must first be produced. But then it must be communicated to her. She must be told, indirectly and directly, that *this* is quality.

Attention to detail

The plant is both practical and handsome. Materials are the best—face brick, touches of limestone, concrete open screening, and lots of glass. The effect is of bright, orderly, open, almost ranch-house modernity. It is easy for the housewife, from a new suburban ranch house herself, to unconsciously identify with the plant. In the process she carries over the image of "quality" she has already formed in reference to her own home.

Glass walls display the entire finishing department, provide good natural lighting for the finishers. Late in the afternoon when the sun is too strong and too direct, slit-bamboo shades are just wide enough to

Quality is many-sided . . .



Repair center is convenient, compact, complete. Drapery pleater overhead makes double use of space

protect the operator at each unit. Spaces between these roll-up shades permit viewers to watch the activities.

A ceiling partition the length of the glass wall hides wiring and piping from the driveway. It also provides space for colorful plywood displays describing varied professional services. These displays are plainly visible from the parking area.

A narrow and attractively planted flower bed runs all around the building. There are also built-in planters at the base of the carport's outer concrete screens. This foliage extends the house-and-garden image outward, reinforcing the customer's ability to identify.

Inside, the production area remains visible from the call office, divided from it only by a planter and ceiling partition.

Wide strips of white and walnut Formica form the counter front; the top is gold-flecked white Formica. All fittings are brass. The floor of the call office, as well as the entire plant, is black-and-white asbestos tile.

Colorful displays, some permanently worked into the decor, announce the quality image directly to the customer. One such permanent display executed

in plywood tries for suburban appeal by proclaiming Garden Cleaning to be "flower fresh." The words run along a picket fence motif.

Another impression of quality and professional images is NID-bound technical bulletins and Dr. Dorothy Lyle's "Facts on Fabrics" lying on a small table in the call office. Chairs around the table invite the customer to leaf through them. Besides persuading the customer she deals with professionals, this gives the call office a more congenial, living-room touch.

Shirt boxes and poly bags are plainly visible from the call office. Green, gold and brown designs carry out the "garden fresh" image.

Not by frills alone

All these frills—helpful though they may be in communicating the dual image of quality and professionalism—won't replace a good job well done. Garden Cleaners makes every effort to turn out the best. Each garment is placed on a hanger as it comes in. These soiled garments are sent to the cleaner on a central slickrail. Repairs are made and tagged in a compact, complete repair department.



NID technical bulletins and Dr. Lyle's Facts on Fabrics are displayed on coffee table. Chairs invite customer to make use of them

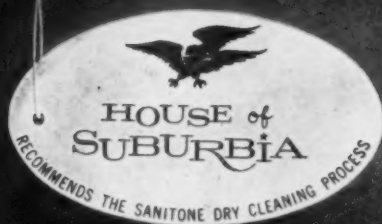


Bagging is in view of counters. Storage conveyor is side-loaded at bagger, thereby extending into the plant beyond the bagging station

Bagging is at the front of the plant, handy to the counter, faced so the person bagging can watch the front door. Moreover, the finished-work line crosses the call-office end of the production area, then runs down the center assembly from the back. There are two reasons. One is customers see mostly clean and freshly pressed garments moving around. Two, inspection can be from the counter end when staff is short, or can be out of the way in back when the full crew is on.

After bagging, the garments are placed on a long L-shaped conveyor which brings them right up to the front counter at the command of the control box.

Throughout the plant—inside and out—from the tidy and efficient production areas to the attractive lighting fixtures in the office, from the neon sign to the shrubbery, from the "flower fresh" shirt boxes to the flower-fresh planters, Garden Cleaners produces, displays and communicates in every way possible an image of quality—professional quality. Mrs. Customer may not always be aware of these frontal attacks on her subconscious, but no matter—the battle's already won. # #



WORSTED-TEX
recommends
the Sanitone
Dry Cleaning
Process to
keep the
original
appearance and
texture of
its suits.

Let These Hang Tags Push Extra Dollars Into Your Shop



Makers of America's finest clothes are tagging millions of garments recommending the use of a Sanitone Dry Cleaner. They have done this only after proving by actual test that the Sanitone Standard Procedure restores that new feel and new look.

Such a promotion opportunity is only possible through the network of top-quality cleaners that use and promote the only nationally advertised dry cleaning process . . . Sanitone.

This and many other exclusive merchandising aids are just one phase of Sanitone's complete program designed to put more profit dollars within your reach. Write now for the complete details on:

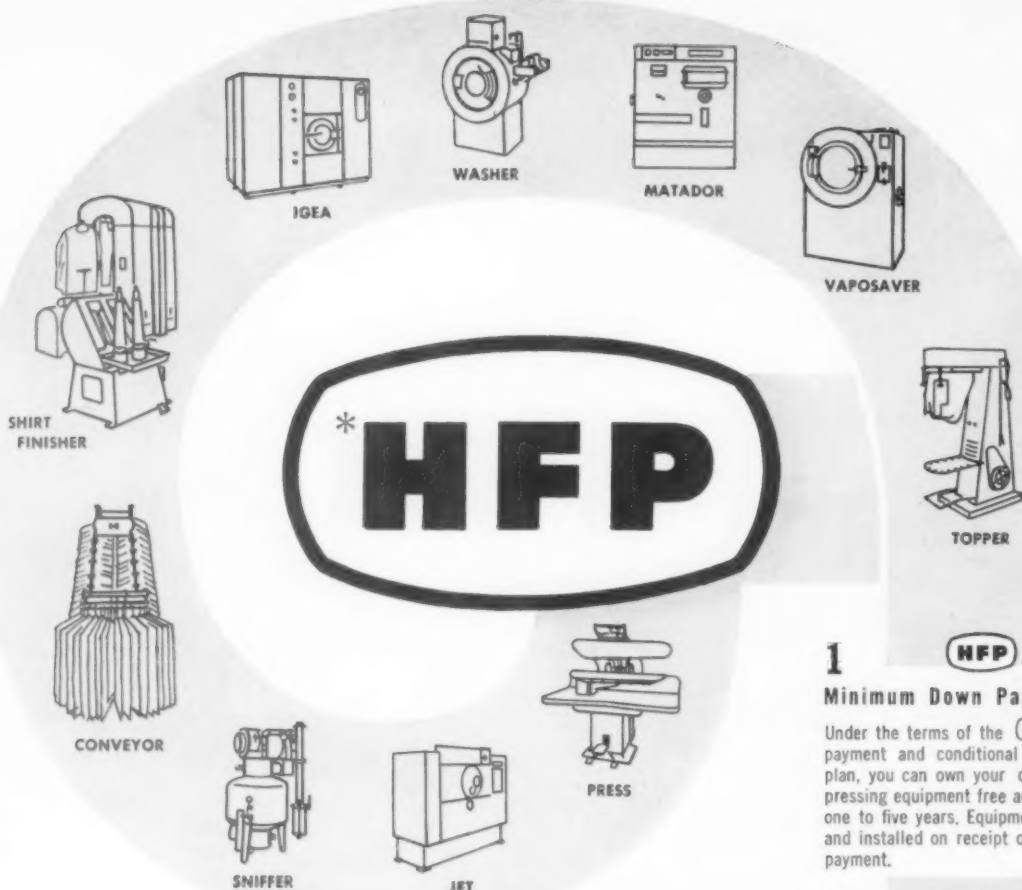
1. How the superior cleaning of Sanitone 30-90 can be demonstrated right in your own plant.
2. How the *Sanitone Seal Program* can bring customers into your shop . . . boost your profits.



SANITONE DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

In Canada
Emery Industries
(Canada), Ltd.
639 Nelson St.
London, Ontario



New **HOFFMAN** Finance Plan lets you keep your cash when you need it most!

HOFFMAN INTERNATIONAL CORP. DEPT. NC-3
107 FOURTH AVENUE, NEW YORK 3, N. Y.

Gentlemen:

I am interested in illustrated literature and information on the Hoffman:

☐ PRESS ☐ SHIRT FINISHER ☐ JET ☐ IGEA
☐ MATADOR ☐ SNIFFER ☐ WASHER ☐ TOPPER
☐ CONVEYOR ☐ VAPOSAVER ☐ FINANCE PLAN

NAME _____

ADDRESS _____

CITY _____ STATE _____

NOW — Hoffman, the most trusted name in pressing and drycleaning equipment gives you the opportunity to obtain the most modern machinery on credit. Only Hoffman offers these three easy term plans to meet your modernization needs.

*HOFFMAN FINANCE PLAN

1

HFP

Minimum Down Payment Plan

Under the terms of the **HFP** minimum payment and conditional sales contract plan, you can own your drycleaning and pressing equipment free and clear in from one to five years. Equipment is delivered and installed on receipt of a small down payment.

HFP

2

Complete Leasing Plan

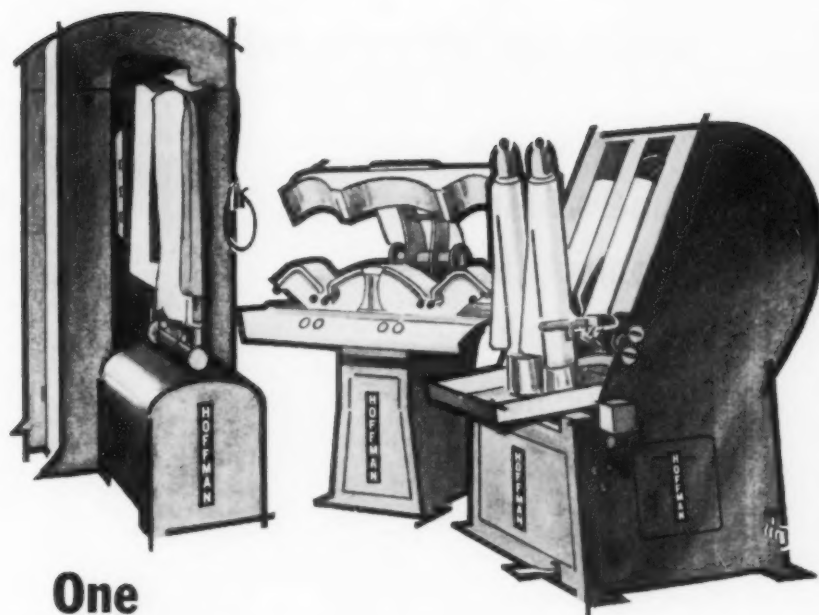
Here's a leasing plan that enables you to obtain any or all equipment needed—no down payment—long term lease—full ownership available.

HFP

3

Lease Plan—6 Months Free

A 30 month lease plan during which you have unrestricted use of the complete dry cleaning unit. You need not make any payments for the first six months. You have the option to purchase the equipment at any time during the term of the lease.



**One
good shirt
leads to another...**

and HOFFMAN guarantees they're all profitable

You get more than just immediate cash-register-ringing results when your customer receives a shirt finished on a Hoffman electric or steam shirt unit. You get perfectly finished shirts that guarantee satisfaction from collar to cuffs—shirts that warrant repeat business—new customers—more dry cleaning volume—consistently bigger profits.

Every benefit and advantage known to science has been built into Hoffman SHIRT FINISHING EQUIPMENT. Yet, every piece of Hoffman equipment is amazingly simple—takes only a few minutes to learn to operate. A complete range of Shirt Finishing Units is available from one girl to multiple units.

All Hoffman laundry presses carry with them the guarantee of Hoffman quality—Hoffman integrity. In our industry, no other name on equipment means so much in performance and added

profits. No matter what your volume, Hoffman has the units to meet your present and future needs. You owe it to yourself to get the facts on Hoffman equipment today.

HOFFMAN INTERNATIONAL CORP.

107 Fourth Avenue, New York 3, N. Y.



HOFFMAN INTERNATIONAL CORP.
107 FOURTH AVENUE, NEW YORK 3, N. Y. DEPT. NC-3

Gentlemen:

Without cost or obligation, please send me information on how Hoffman shirt finishing equipment provides the benefits and advantages that lead to more volume—bigger profits.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Price war no antidote for coin-op drycleaning

Nashville
cleaners found
price competition
quickly
got out of hand

by WILLIAM R. PALMER

WITHIN THREE WEEKS after Easter several drycleaners in Nashville, Tennessee, were seeking a way out of a dilemma. They had cut prices drastically to combat a coin-op drycleaning installation. Soon they found their regular cleaning revenues ravaged by a brutal price war. Meanwhile the coin-op continued to grow in public acceptance. Apparently it was totally unaffected by the attack originally directed at it.

Corn Brothers, Foster and Jack, started operation of eight coin-op cleaning units early in February. This is in a small laundry coin-op adjacent to their drive-in cleaning plant located on a busy highway into the city. There is heavy commuting and shopping traffic all day from a solid area of middle and upper middle-class homes, out beyond Corn's from the city.

A decade of operating their present plant had established the Corn brothers as sound and aggressive drycleaners, well regarded in the drycleaning fraternity. They were also known as pioneers. Corn Brothers were the first cleaners to have a shirt unit in Nashville, and in the store window at that. They also were among the first cleaners to venture into coin-op laundry.

As the first cleaning coin-op in the area, Corn Brothers were blessed with a feature article in the magazine section of the Sunday paper. This together with repeated advertising started the curiosity seekers coming in numbers. Many brought drycleaning.

At the end of 10 weeks operation the Corn coin-op was running better

than a five-load average—that is, five loads per machine per day.

Foster Corn estimates a 3½-load average is their break-even point. However, this is based on the assumption that the building existed, the labor was already being paid, the supervision was already available, etc.

Such calculating may reflect a fairly accurate picture of what net profit can be derived, but doesn't show accurately how and why. It is actually loading the laundry coin-op and the plant with considerable costs that should be directly charged to the drycleaning coin-op.

It is quite likely that on an accurate cost accounting basis, in this low-cost South Central States area, Corn Brothers needs a 5- to 5½-load average to break even if the drycleaning coin-op stands on its own.

Such accounting becomes increasingly important if, as the Corns are considering, more cleaning units are added at a later date. The activity at the cleaning machines is actually squeezing out laundry coin-op customers. The building is rather small for the total activity. Cleaning coin-op customers have nowhere else to go; laundry customers do. The answer appears to be to replace some laundry units with cleaning units, or enlarge the building.

One observer comments that, although it appears logical to bring both laundry and cleaning and save time by doing both at once, most customers appear to bring only one or the other. Speculation is that the cleaning customers are coming from a far wider area and are doing their laundry nearer home.

Started with clean-and-wear

Many cleaners in the East Nashville section served by Corn Brothers didn't wait to feel the impact of the new coin-operated cleaning service. They promptly inaugurated a clean-and-wear service at 65 cents for suits, dresses, overcoats, and 35 cents for pants, skirts, sweaters. Garments on this service are cleaned, spotted and bagged, but not finished or mended.

The customer was left in no doubt

as to the purpose of the service. At the bottom of the flyer announcing the service was the statement, "at these prices you should try this service before you take the risk of doing it yourself."

Costwise it may seem hard to justify such a drastic price reduction, considering the limited reduction in service. One cleaner admitted that in the Nashville area a unit finishing cost of a nickel per piece is still not unusual!

Anyway, this clean-and-wear seemed to draw well. In the second week before Easter one moderate-sized cleaner reported nearly \$200 in this limited service, without any apparent drain on his regular volume. However, a break in the weather at that time complicates any conclusions we can draw from this.

Another firm reports sizable volume in two different plants. Significantly, its plant in a better neighborhood is doing three times as much in clean-and-wear as its plant in a low-income section.

This lends support to a growing conviction that "you only get drycleaning where there's drycleaning to be got"! There's suspicion that coin-ops and clean-and-wear or clean-and-steam draw from the same areas, in the same proportion, as does regular professional drycleaning. If there is any cleaning to come from the low-income areas, even at coin-op prices, those people will need intensive education to bring them in.

But despite the attraction of clean-and-wear, the Corns' coin-op drycleaning continued to grow in volume. Several competitors panicked and pulled the plug on regular professional service prices. Corn Brothers met these prices in their regular plant on fully finished work—at 95 cents a suit against the former standard price of \$1.25.

The coin-op continued to grow steadily, still entirely unaffected by the commotion. Corn's plant was swamped with cut-price work—"two suits at 85 cents for every one before at \$1.25." Others in the price war had poundage increases varying with the quality of work they normally turn out. Plants

Continued on page 39

TIME SAVERS

Vu-Pax!

GIFT PACKAGE SHIRTS at NO EXTRA COST!

Display Quality Laundering
with Quality Packaging.

'Vu-Pax' SELLS Quality
Work and WINS New
Customers.



| SIZE* | NO. OF SHIRTS PER PACKAGE | |
|-------|------------------------------|----------|
| | La-Down | Stand-Up |
| A | 2 | 2 |
| B | 3 | — |
| C | 4 | 3 |
| D | 5 | 4 |
| E | 6 | 5 |
| F | 7 | 6 |
| G | 8 | — |

Heavy Duty Blue Board
Shell with Sparkling Trans-
parent Poly Bag Outer
Protective Covering.

*Available in up to 7 different
size packages to fit 2 to 8 shirts.
For both Stand-Up and La-Down
Collars. Specify 12" or 14"
Shirt Folds.



TIME SAVERS, INC. WALNUT ST., MONTCLAIR, N.J.

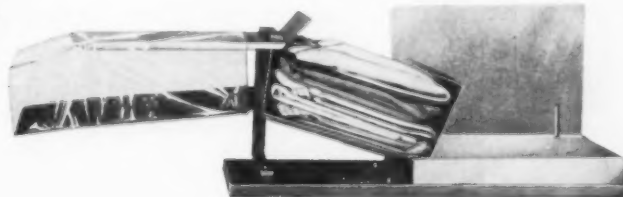
WRITE FOR FREE CATALOG AND SAMPLES

*Dynamic Sales Producing
Shirt Showmanship!*

NEW LOW COST
Counter Model (PF-1)

Pak-Faster

Produces 'Eye Catching' Shirt Package.
At the NEW LOW PRICE Every Cleaner
and Laundryman can afford.



Only **\$80⁰⁰***

*With initial order of 5M Vu-Pax

Grass roots consensus on coin-op

A closer focus on new developments

EARLY IN APRIL many members of the Michigan Institute of Drycleaning converged on St. Joseph, Michigan, for a workshop conference on coin-op drycleaning. The conferees split up into "task groups" that visited and studied under the microscope the several coin-op installations in that area. Then they returned to the Hotel Whitcomb. Here they split into 11 round tables to discuss five basic questions.

As reported in the Institute's newsletter, "Clean Talk," these were the conclusions reached:

1. All agreed no attempt should be made to compete with coin-ops by reducing prices on finished work;

2. All agreed attempts to compete with limited clean-only or clean-and-steam (Bikini) services would be "futile";

3. All agreed the question of attendants should remain flexible and tailored to need and circumstances;

4. Should cleaners jump into coin-op cleaning as soon as possible? Three tables decided "Yes." Three tables couldn't decide. Five tables said "Wait and see."

5. Will specials or other merchandising be effective in the face of

strong coin-op competition? Blooey—couldn't get enough similar opinions to attempt to agree or disagree on them.

"Clean Talk" also cast up some pertinent comment from individuals: Said Herb Harrison of Flint: "... question whether you want to be in vending or professional drycleaning, or both. One does not necessarily mean the destruction of the other." Loraine Bancroft of Morenci (who has coin-op) "... after this conference I feel more assured about my regular drycleaning business than before!" Bill McMullen of Jackson: "believe coin-op drycleaning does better in its own right than ... as a companion to a coin-op laundry." Christie Blough of Benton Harbor: "don't know how my coin-op will be doing three years from now. ... but will have paid for itself."

Sum-up by Mike O'Neill, state secretary, "the conference could not possibly tell an individual whether he should go into coin-op. There never was a pat answer whether cleaners should go to package drive-in plants. Some did and made a mint. Others lost their proverbial shirt!"

Coin-Op Price War! It is reported that a Midwest drycleaning coin-op, faced by competition from a second coin-op, is offering the second load for 50 cents. Two bucks, we seem to recall, is the price Northern cleaners are now recommending for a single load in order to make a profit.

More Storm Signals: A perchlorethylene manufacturer is recommending operation of perc cleaning equipment under a slight vacuum. This could be done, they say, with a tight cleaning unit and a vacuum pump similar to those used on petroleum solvent vacuum stills. Rapid evaporation of perc in a vacuum will speed up the drying cycle tremendously at low temperatures.

This has been done successfully in the past with petroleum solvent units and with both petroleum and synthetic industrial cleaning units. Maintenance of vacuum is more complicated than with the petroleum solvent still. The latter is a closed chamber, whereas the tumbler must still have a massive flow of air even though at less than normal pressure.

Equipment is reported in an advanced stage of design and/or manufacture that effectively achieves this vacuum operation.

More the Merrier: Couple more solvent manufacturers are reputed developing short-cycle solvents. Manufacturing firms known to have coin-op drycleaning units in test or pilot stage now number at least 18. Meantime, appearance of the new carbon tower simplifying dye absorption, while handy for professional cleaners, may increase appeal for coin-ops to outside investors.

Lo, the Outside Investor: Sales technique of one coin-op cleaning unit manufacturer is to make their pitch to every cleaner in town who has a good credit rating. If turned down all around, they then approach the leading banker for tips on other businessmen in town who have some loose cash to invest.

A representative of this firm reports that at least half its present installations are owned outside the professional drycleaning industry. In the



"Somehow it isn't the same. ... I miss having a friendly little drycleaner to fuss at."

New York area the ratio is 60/40 against the pro cleaner.

A franchise group using a different unit in Chicago is composed almost entirely of "tenderfeet" (private investors).

Advertisements for at least four different coin-op drycleaners are appearing in *The Wall Street Journal*, the nation's marketplace for investable funds. Most recent ad was $\frac{7}{8}$ page— $15\frac{1}{2}$ by $12\frac{1}{2}$ inches.

Webb's Attendant Busy: Pioneer cleaning coin-oper Larry Webb in Wilmington, Delaware, reports customers now have little need for an attendant! Previous users teach the first-timers gladly. This is fortunate, says Larry, because now the attendant is pretty busy handling over the counter the regular cleaning and laundry bundles that come in with the coin-op customers.

Big Chains Moving In: Officially announced are plans by McCrory-McClellan, big five-ten-to-a-dollar variety store chain, to add coin-op drycleaning to its new shopping center installations. It is tying in with a leading coin-op unit manufacturer. This is part of a huge expansion program that includes recent acquisition of Lerner stores and H. L. Green Co.

Rumored is a tie-in between a grocery supermarket chain and another coin-op unit manufacturer.

NID Gets Analysis Problem From Coin-Op: Like the first robin in spring, NID's textile analysis department has received its first problem for analysis from a member who admitted it happened in the coin-op. Drapes with colored streaks due to loose dyestuffs in the solvent.

Emphasizes the fact that a coin-op is still a cleaning plant, must be serviced meticulously as, or even more than, a well-run cleaning room!

Three-Year Depreciation: Depreciation of coin-ops was an important bull-session topic at the recent Tri-State meeting in White Sulphur Springs, Virginia. It was pointed out that Internal Revenue Service insisted on five-year depreciation on coin-op equipment lumped together. However, it also allowed three-year depreciation on the washing units separately, if eight-year depreciation was taken on tumblers, water heaters, etc.

The consensus was that it would be advisable to use the latter method in connection with drycleaning coin-ops. This offers some protection against

possible short life or fast obsolescence of the operating equipment.

Counter-argument is that one pilot washer has an original enameled cylinder that has cleaned 150 tons of garments in a $3\frac{1}{2}$ -year period.

Free Cleaning Promotes Wash-and-Wear: The Hecht Company, leading department store in Washington, D. C., is reported installing a bank of eight coin-op drycleaning units in its downtown store. Use of these machines will be offered free, it is said,

to proven customers of Hecht's, as a "means of promoting wash-and-wear."

Cleaning Versus Laundry: Although the average combination coin-op has twice as many laundry washers as drycleaning units, the dollar volume ratios in these plants are reported running 65 percent for drycleaning against 35 percent laundry.

Customers Inquiring Who Owns Coin-Op: Where coin-ops have been exposed to the public for some time,



Power-Pak.

DOUBLE-STRENGTH performance at SINGLE-STRENGTH price

Want faster, smoother work flow . . . for less money? Then get the *double-strength performance* of fortified POWER-PAK. It cleans deeper—removes embedded soils. What's more, its Super-Hydratroll action holds additional water in suspension . . . provides maximum water-soluble stain removal—for maximum pass-ups. And you get all this at *single-strength price*.

Fortified POWER-PAK contains lanolin. This replaces lost natural oils, makes garments softer, improves finishes; and the antioxidant in POWER-PAK combats odor-causing solvent impurities.

And POWER-PAK's *double-strength performance* makes it great for spray spotting, too . . . eliminates the need for a special spray spotter . . . and its *single-strength price* saves you money again. Wouldn't you like to put all the money-saving extras of fortified POWER-PAK to work in your plant? We'll be glad to send a Pennsalt technician to give you full information. Write today.

Laundry and Dry Cleaning Department 328
PENNSALT CHEMICALS CORPORATION
East: Three Penn Center, Philadelphia 2, Pa.
West: 2700 S. Eastern Ave., Los Angeles 22, Calif.

At present, there are about a dozen coin-operated drycleaning machines coming on the scene. They come in all shapes and designs, are being sold at various prices, and they bear a variety of nameplates... some known, some unknown.

But only one of these names has been the pace-setter in the laundry store industry... only one company has helped establish over 13,000 profitable coin-operated stores. ALD, Inc. and Westinghouse have the know-how essential to your long-range profits. Here's why "You can be sure... if it's Westinghouse!"

coin-operated drycleaning machines? enjoy greater flexibility—make more money with **WESTINGHOUSE DRYCLEANERS**

IT'S FOOLPROOF, FLEXIBLE AND PROFITABLE. The new Westinghouse drycleaning machine is thoroughly factory-and-store-tested. And it's the Drycleaner you should make an alliance with if you want to make important money in the mushrooming, coin-operated drycleaning business right from the start.

YOU WON'T HAVE TO ACT AS A RETAIL GUINEA PIG because the laboratory work and product testing have already been done. Years were spent in intensive research before the machine was marketed. You won't have to gamble on consumer acceptance of the Westinghouse Drycleaner. The acclaim of particular people has been overwhelming.

YOU DON'T HAVE TO BUY A BATTERY OF EIGHT. Or even a battery of six. You might like to start with two or three, all plumbed to the same filter system. Your initial investment is realistic and business-like. With this flexibility, you can grow with your market.

THE ENGINEERING SOPHISTICATION OF WESTINGHOUSE is evident throughout the machine. Continuous filtration of cleaning solvent means that every garment is cleaned in filter-pure perc. Automatic feed of filter aids to assure positive, efficient filtration and maximum filter cake life. The tubular type filter is simple, highly efficient and easy to service; total time required for used filter cake removal and recoating, ready-for-use is only 15 minutes. That means only 15 minutes downtime. Location of filter and perc storage unit, which can serve one to three Westinghouse Drycleaners, can be varied according to room or space available.

WATER CONDENSER IS USED for low cost, efficient perc temperature control and perc recovery. A special compressor unit is available as an accessory when extra cooling capacity is required at certain times of the year because of higher than normal temperatures of incoming water.

THERMOSTATICALLY CONTROLLED DRYING provides professional results, high retention of creases and pleats. There is a timer indicator light that glows when machine is in operation, and a fail safe door lock prevents opening of door once the cycle has started and until it is completed. If, for any reason, the machine fails to complete the cycle, the fail safe door lock remains in locked position until owner or attendant is called.

THE WESTINGHOUSE DRYCLEANER MEETS ALL KNOWN CODE AND SAFETY REQUIREMENTS. Units have their own built-in over-

flow pans, large enough to hold total solvent in system in case of a leak or line break. This feature eliminates expensive installation of holding dams or underground storage tanks.

INSTALLATION IS SIMPLE AND INEXPENSIVE. The Westinghouse Drycleaner requires only connection to cold water line, a 20 Amp outlet and a three inch vent to each machine. Electricity alone provides the power for both drycleaning and drying.

THE MOST ADVANCED DESIGN makes the coin meter easily adjustable in the field to make any charge up to eight quarters. This feature provides for quick and simple adjustment of charge for your special promotions.

STYLING THAT SETS THE STANDARD distinguishes the Westinghouse Drycleaner. It is tastefully designed to accent, yet blend into the decor of the most advanced coin-operated laundry stores.

STAY OUT FRONT with the name that's always been out front. Make a profitable alliance with ALD and Westinghouse, the companies that continue to set the standards in coin-operated laundry and drycleaning equipment.

WRITE TODAY FOR COMPLETE DETAILS. The choice you make now will make the difference in the money you make today... and especially tomorrow!

ALD continues to set new standards for the laundry store industry



ALD, Inc.

7045 North Western Avenue, Chicago 45

Offices in principal cities

ALD Canada, Ltd., 25 Belfield Rd., Rexdale (Toronto)

customers are becoming sensitive to whether they are affiliated with professional plants. In one Far Western city, an outside investor has operated one fairly successful installation on his own. Yet he has chosen to set up his second location in partnership with a professional cleaner. This is in order to be able to "provide the necessary service."

Thirty-Pound Coin-Op Accepted: In Brockton, Massachusetts, the Peter Rapid installation described on Page 44 of our February issue is now reported doing \$100 a week in unattended coin-op volume. The cleaning plant at the rear of a coin-op laundry is closed off at night. Only the face of the synthetic drycleaning unit is left exposed to the laundry, which remains open all night. In these off-hours only the 30-pound cleaning unit is switched to coin-operation. The charge is \$2.50 per load, and the loads average around 15 pounds. ##

PRICE WAR NO ANTIDOTE . . .

Continued from page 34

holding to the \$1.25 level in East Nashville lost volume abruptly.

Routes covering East Nashville fared better, with the largest and most aggressively publicized firm reported feeling little effect from the price war. These route operations all stuck to the \$1.25 price.

One drive-in competitor held his regular price at \$1.25, cut his clean-and-wear to 25 cents for single pieces, 50 cents for suits. He *knows* he is bearing down on the coin-op. Customers even tell him they were going to take the second-grade garments to the coin-op. So he feels he is holding some regular work by trapping the second-grade work. However, his P&L statement may show just as much undernourishment at the end of the month as if he had cut the price on his finished work!

What happens to price now?

The net result of all this has been to prove you can't lick a coin-op cleaning plant by price cuts alone—even drastically deep cuts.

On the other hand, the price cutters found a large quantity of drycleaning available at prices lower than the going rate of \$1.25!

This has led a number of cleaners to say, "I told you so!" These are the ones who were keenly aware that their plants lost a lot of poundage each of the last two times drycleaning prices

were generally increased throughout Nashville. Dollar volumes increased, but frequency of cleaning was reduced, or more volume slid over into the one-hour low-price operations.

The situation in Nashville now is extremely awkward, to say the least. Several plants exist through grace of ultraliberal credit terms and the comparatively high prices enjoyed hitherto. But as the cleaners apparently priced themselves further out of a necessary share of the potential market, their need for more volume gets greater. It is said that one-quarter of the drycleaning capacity in the city of Nashville is not now being used.

Therefore Corn's coin-op can hardly be blamed for the recent explosion in East Nashville. It merely triggered a situation that was overdue for *some* kind of action. Before coin-ops, it could have been a new price chain or a string of low-price package plants.

No price war here

Another eight-machine installation has gone up in Donelson, Tennessee, a middle and upper middle-class suburb of Nashville. This is a complete new coin-op installation with laundry and drycleaning. It has been open about a month and is already up around the five-load average.

Here, in Donelson, the cleaners didn't try to fight it. They are reported as having lost appreciable volume to the coin-op. Moreover, the amount of loss appears to be in direct proportion to the distance of a cleaner's call office from the site of the coin-op. In such a short time it is difficult to tell how much of this factor is due to the novelty of coin-op cleaning. The plant suffering most loss is almost directly facing the coin-op installation.

The growth of this Donelson operation is giving critics of Corn Brothers pause for thought. They were severely condemned by some cleaners as "out-laws" and "traitors to the drycleaning industry."

But the Donelson operation appears to be growing at the same rate as Corn's and it is owned by a private investor who has no drycleaning connections.

So now the consensus in Nashville about coin-ops appear to be this: You can't compete with them at their price level. You can't overcome their sociability appeal for many bored housewives. You *can* pick up an unsuspected sizable volume in a "gray zone" between the top professional price and the coin-op price, with specials or thrifty services. Drycleaners *can* price themselves out of a market—and not know it! ##

Chicago Drycleaners Discuss Coin-Ops

AN OVERFLOW meeting of Chicago area drycleaners at the Sherman Hotel heard 10 speakers, representing every segment of the industry, probe the subject of coin-op cleaning.

Among the speakers were T. N. Silberman, president of the Chicago Dry Cleaners Association, Ralph Pettibone, secretary of the Chicago Laundry Owners Association, Jean R. Frank and Joe Cooper, executives of the Teamsters Union and the Laundry and Drycleaning Workers Union respectively, and Ben Rosenfield representing the allied trades.

It was the unanimous opinion of the speakers that the drycleaner had better not rush into the coin-op field. Although it was agreed that the public would accept it enthusiastically, it was considered a risk from a profit standpoint. Another consideration was whether or not coin-op design had reached any kind of stability. Du Pont's new solvent, Valclene, was discussed, and it was agreed that all present coin-op equipment might very well already be obsolete.

Most of the speakers warned the Chicago drycleaners not to try to compete with coin-ops alone, not to wage a single-handed war, and also not to offer "clean only" or any of the various types of partial services. They pointed out that these methods have had, almost universally, no effect except to drive down prices in the area.

The positive advice? Stick together, be informed, and attempt political action. Contact your alderman or other city or village authority, to demand enactment of ordinances, laws, rules and regulations to govern the operation of coin-ops in the interest of public health and safety.—Tom O'Neill



"You'd like me for an attendant at your coin-op? Silly boy, you don't even know what I look like!"



Four mechanized storage conveyors in a plant store owned by John Hood, Ltd., one of whose directors, J. B. Malkin, is an NID graduate. Choice of services includes two-day, one-day, same-day, two-hour and pressing while you wait

Another look at

BRITISH DRYCLEANING

PERIODICALLY we take soundings in the British drycleaning industry. The American pot boils so violently with innovations at times that it is refreshing to see what survives out of our ferment to gain a foothold among our overseas cousins. Sometimes it goes the other way, too, for if we remember correctly, the English were wringing costly synthetic solvent vapors out of the air as long as a generation ago.

Our contact man this time was Max L. Hall, that far-ranging international

management consultant and industrial engineer. Max got the answers for us to several questions of interest. His chief informants were Arthur Oliver, president of the Institute of British Launderers (their AIL) and Ancliffe Prince, editor of *Power Laundry & Cleaning News*. (Photographs were acquired by courtesy of the latter.)

Q: What appears to be the present ratio of cash-and-carry to delivery service?

A: About 80 percent of the volume is

received through plant or branch stores. Call-and-deliver is therefore about 20 percent.

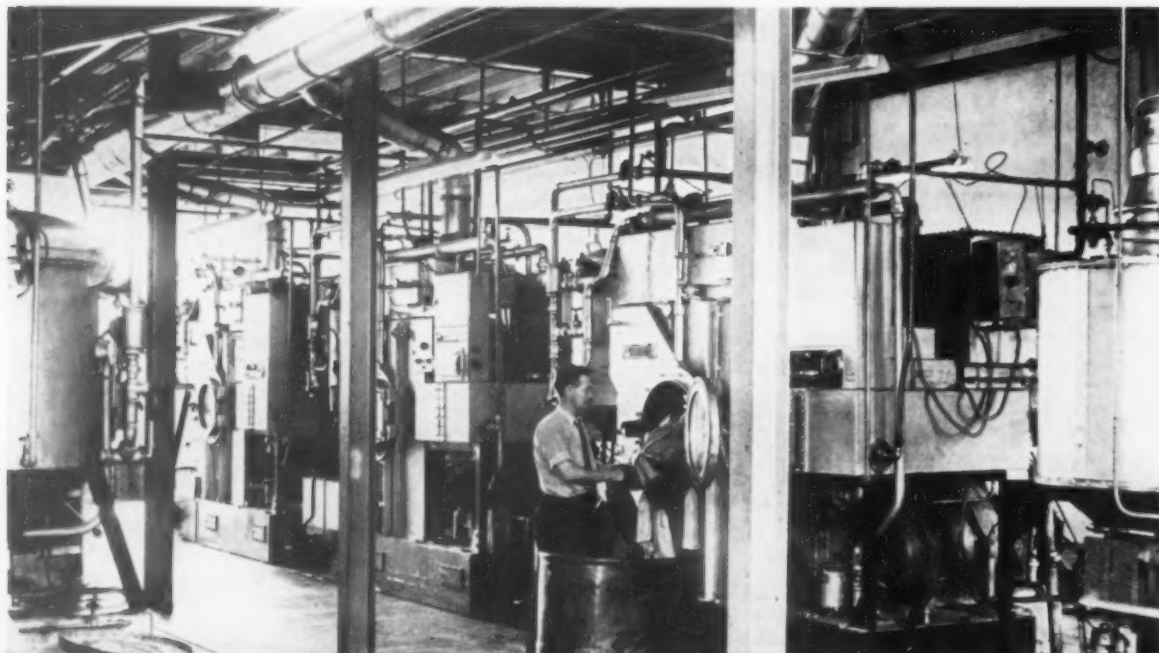
Q: What annual volume would describe an average plant in England?

A: About \$250,000 a year. This is probably four times the size of the average American plant.

Q: How does the package plant figure in their industry?

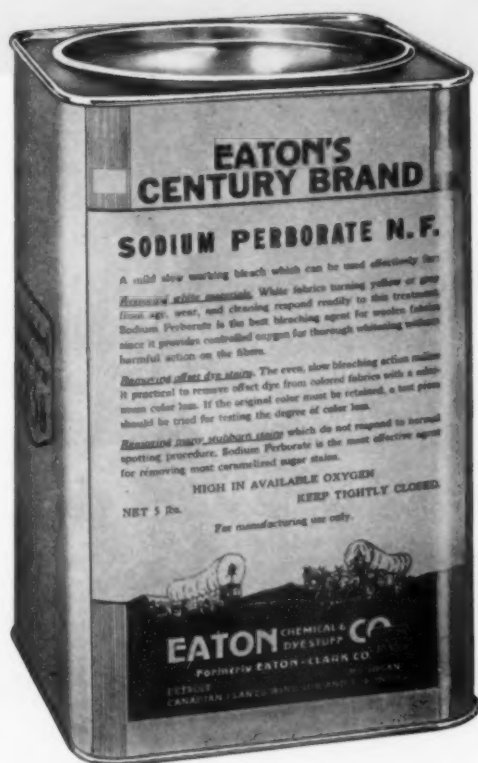
A: Their "package plant" is a central plant with three or four branches. This, of course, is different from

Huge Dane Dyeworks is internally divided into package plants. Independent five-operator teams with their own complete plants of integrated synthetic cleaning units, spotting and finishing equipment, each handle the work of eight to ten stores



It's Easy...

to Get the MOST Out of this Can!



Packed only in five-pound, friction-top, lithographed cans, to insure high-oxygen-content material at all times.

"Most" is the *highest available oxygen content*.

When you use Eaton's Century Brand Sodium Perborate, you get a gentle, slow impartation of oxygen to the wool goods you are treating. You get the regenerative action which is so desirable . . . bleaching, and bringing back the soft, springy feel and original degree of whiteness your customers want in their woollens.

Century Brand Sodium Perborate is produced with the *highest possible available oxygen content*. That's why this can gives you the "most". It's specially designed to seal in this oxygen content, and keep it available for your benefit.

Don't compare Eaton's Century Brand Sodium Perborate with commercial grades packed in barrels, kegs, cartons, and paper bags. Century Brand is manufactured and packed especially for the dry cleaning industry. Its purity and effectiveness are sealed in this can. Keep it sealed . . . and you'll always get the "most" out of it.

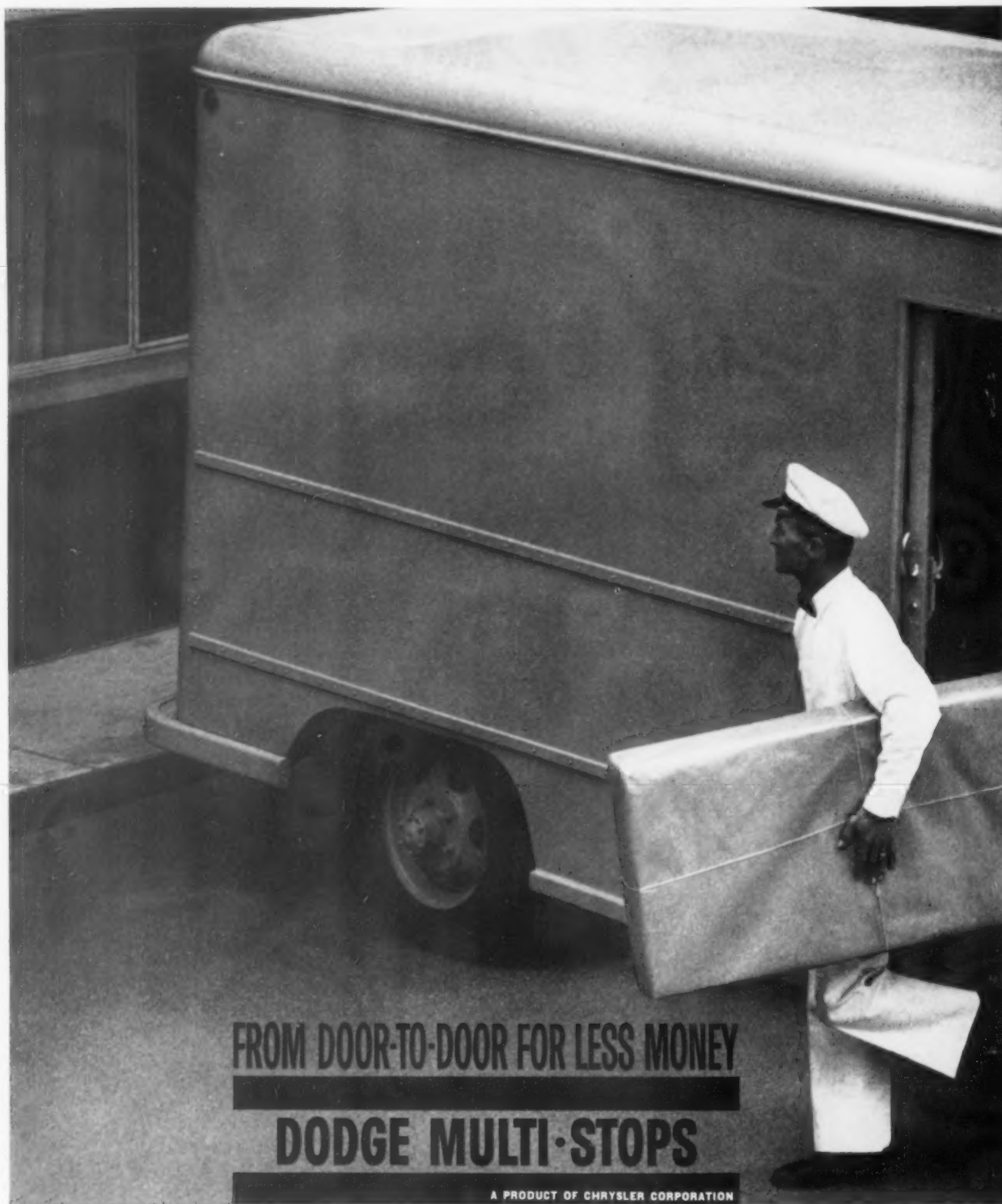
Order from your distributor today!

WHY EXPERIMENT—USE EATON PRODUCTS

EATON CHEMICAL AND DYESTUFF COMPANY

Established
in the year
1838

1490 Franklin St., Detroit 7, Michigan
Canadian Plants: Windsor and Toronto



FROM DOOR-TO-DOOR FOR LESS MONEY

DODGE MULTI-STOPS

A PRODUCT OF CHRYSLER CORPORATION

Economy is the outstanding feature of the Dart Slant Six, standard engine in 1961 Dodge multi-stop trucks to 10,000 lbs. GVW. It is a very unusual 225 cubic inch overhead-valve engine. What makes it unusual? The slant. The block is slanted 30° to the right to make room for a freer-breathing, more efficient manifolding system. Result? Outstanding economy every mile you drive, every hour you

idle. And there's something else about idling characteristics. Every 1961 Dodge multi-stop chassis is equipped with an alternator instead of a generator. The alternator charges even at idle, keeps the battery charged, makes it last much longer than usual.

There are two other engines available in 1961 Dodge multi-stops. A lightweight 170 cubic inch inclined Six for extremely light-duty



use. A heavy-duty 251 cu. in. six standard in the largest model. Wheelbases range from 104" to 154", GVWs from 4300 lbs. to 15,000 lbs. The turning radius on every model is small and tight. Three smooth-shifting transmissions making driving a whole lot easier: 3- and 4-speed SynchroShift manuals, and a 3-speed LoadFlite pushbutton automatic.

Tight-fisted Dodge multi-stop chassis are priced favorably with any other comparable truck you can name. And you'll benefit still further from our new 24-hour-a-day, seven-day-a-week emergency parts expediting system. SEE YOUR DODGE DEALER.

DODGE BUILDS TOUGH TRUCKS

British drycleaning . . .



Sketch of Johnson Brothers, one of 15 plants in combine doing \$11,000,000 annually, which is a fourth of total national volume

our smaller, self-contained units. It is still a small operation in contrast to their larger average plants, however.

Q: Then, how about the largest operations?

A: Johnson Brothers (a combine) does one-fourth of the drycleaning volume in England. Its 15 "factories" do over £4,000,000 annually (or approximately \$11,200,000). The combine now includes a number of famous old firms, such as Pullars of Perth, Eastmans, Crocketts of Leeds, Flynn's of Brighton, Bolloms of Bristol, etc. Its stock is traded on the stock exchange, along with that of a half dozen other cleaning firms. Current dividend is reported at 10 percent.

Q: Has the economic status of the industry been stable or inflationary?

A: Inflationary—quite similar to the American pattern.

Q: Is the coin-op having any effect in England?

A: Coin-op laundries are in evidence, but there is little to indicate any impact on family laundry business. Coin-op cleaning is in the pilot study stage, with one or two of the larger plants reported in process of starting their initial installations.

Q: Is shirt laundering a factor in the drycleaning industry?

A: Trend to shirt laundering is very strong, and already well established in the more progressive plants. Other areas of diversification, however, are not so well developed as in the United States. This is surprisingly true even of household cleaning, despite the fact that several old-line firms have had historic household departments.

Q: How do promotion expenditures measure up?



Max Hall, peripatetic consultant and engineer, and Arthur Oliver, president of Britain's national association, go over subject matter of interview

A: Very low! The average plant spends one half of one percent, against 4 to 5 percent in the average American plant. The result is \$2 in drycleaning volume per capita, against three to four times as much in the United States. Other economic factors affect these figures, of course, but they still indicate the effectiveness of aggressive sales promotion.

Q: How about costs and prices?

A: Direct labor cost in drycleaning is around 23 percent, which is excellent compared to ours. Average hourly wage, of course, is lower at 85 cents per hour, with prices averaging 85-90 cents (notice that the traditional relationship of average price to average wage applies in England, also—contrasts with countrywide American average price and wage of \$1.25). Ancliffe Prince points out, however, that the English cleaning price is higher in the cost of living index than is ours, probably equivalent to \$1.50 in terms of other living costs.

Q: As an engineer, what was your observation of the level of operational efficiency?

A: There are many highly organized and effectively mechanized plants in England. However, the drop-off in average efficiency is rather sharp, with perhaps a wider spread

between top and bottom efficiency than in the States and a larger area for mass improvement. Wage incentives appear to be mostly straight piece rates without an engineered base.

Q: What other cost factors are significant?

A: Supplies! They average 15 percent of gross revenues. This reflects not operating losses, but high cost of solvents and chemicals, many of which must be imported.

Q: Is the charged system popular?

A: About half the plants use it, with strengths ranging from 1 to 4 percent.

Q: Any new technical developments?

A: Experiment is being conducted in ultrasonic cleaning as well as "silicone cleaning," but both are still in the exploratory stage. Men's clothing fabric is being treated with silicone in manufacture, which is loaded with processing headaches for the cleaners.

Q: How about their cost accounting and paperwork?

A: Office systems and procedures in the larger plants are comparable to or better than those existing in the U. S. Arthur Oliver, for example, has utilized IBM techniques for several years. There is no standard accounting pattern comparable to our AIL-NID uniform accounts classifications. This makes it difficult to compare accounts positively. Introduction of uniform accounts classifications could be a factor of great importance in the initial introduction of general cost controls and mass efficiencies.

Q: Are the unions a factor in the textile maintenance industries?

A: Drycleaners are about 15 percent organized, while laundries are 8 percent unionized.

Q: Is American equipment well accepted in England?

A: Well accepted, but they prefer their own makes, all other factors being equal. There is considerable American-type equipment manufactured right there in England, through various arrangements with American manufacturers.

Q: Any other observations?

A: Of the several countries that I visited in Europe, from the limited number of plant observations I was able to make, England appeared to be technically well ahead of the industry in Continental countries. This is strictly a generalization, as the few leaders in each country were pretty competitive. # #

At Last! The first *practical* **FABRIC SIZING**

**Just spray on garment—
right at the pressing machine!**



**BIG 35 oz.
CONTAINER**

FREE!
COMPLETE SELLING KIT
including
WINDOW STREAMERS and HANG
TAGS! Now available to build extra
sales and profits for the dry clean-
ing trade.

DISTRIBUTORS NOTE:

Write today for complete selling plan and territories open.

MIMI FABRIC SIZING comes ready to use in a 35 oz. aerosol container. Presser merely sprays MIMI lightly on garment. Your customers will marvel at the results! Cottons, linens, men's and women's wash 'n wear, delicate silks — all fabrics look and feel like new again!



**• NO mixing • NO need for expensive
equipment • NO costly solvents • NO
dipping • NO drying • NO loss from
evaporation . . . and**

MIMI FABRIC SIZING
is always uniform!

For immediate shipment send check or money order
to — **CRISP PRODUCTS, INC.** Warminster, Pa.

PACKED: 6 — 35 oz. aerosol containers to the case
Shipped F.O.B. Case Price — **\$10.14** (\$1.69 per can)
Sold with an unqualified money-back guarantee.

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

| | | | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | TOTAL HRS. DAY | MAX. HRS. WEEK | CHANGE |
|---|---------|----|-----------|---|---|----|----|-------|---|---|---|---|---|---|---|---|----------------------|----------------------|--------|
| 1 | ELLEN* | 1 | CA 5-1972 | | | | | LUNCH | | | | | | | | | 7 | 40 | \$ 50 |
| | MARY | 7 | MO 6-2190 | | | | | | | | | | | | | | 7 | 40 | 50 |
| | JERRY | 40 | CA 5-4771 | | | | | | | | | | | | | | 8 | 33 | 50 |
| 2 | CARRIE* | 6 | DR 2-3900 | | | | | | | | | | | | | | 8 | 40 | 50 |
| | MAX | 82 | MO 6-5891 | | | | | | | | | | | | | | 13 | 38 | 50 |
| 3 | ADELE | 12 | DR 2-3900 | | | | | | | | | | | | | | X | X | 50 |
| | CLAIRE* | 17 | CA 5-8642 | | | | | LUNCH | | | | | | | | | 8 | 40 | 50 |
| | ED | 76 | MO 6-5891 | | | | | | | | | | | | | | 13 | 33 | 50 |
| | BOB | 69 | MO 6-5891 | | | | | | | | | | | | | | 13 | 18 | 50 |

Black lines show weekday hours, colored lines Saturday hours. Note at Store #3 the responsibility star shifted to Claire while Adele is on vacation. Most of boys are students, work the necessary overtime, as Kansas discourages overtime for women. Bob is student used as vacation and absentee fill-in

Part-Timers Unscrambled

Flexible wall chart aids Scotch Cleaners, Topeka, in organizing student employees

by WILLIAM R. PALMER

COLLEGE STUDENTS are best for piecing out the odd hours in drive-in call offices, says William Wallace of Scotch Cleaners in Topeka, Kansas. This firm uses one to three students in each of its seven locations. Most of them work the four-hour "evening shift" from 4:00 until 8:00 p.m. During pre-Christmas and pre-Easter they work an extra hour each day, until 9:00 p.m. Saturdays they take a full eight-hour day throughout the school year.

These students are first hired as freshmen, through the student employment bureau at Washburn University of Topeka. Scotch Cleaners has been using students long enough so the placement people know just about the type of individuals they will hire.

One important requirement is consistently good high school grades. Bill Wallace wants to be able to count on most of them staying in school for the full four years. Thus, once broken in to store work, they will need little re-training each fall. The firm loses very few student employees before their four years are up. Usually only one or two extra freshmen are needed each fall in addition to those hired strictly to replace employees lost by graduation.

A record of having done some work during high school years is also helpful in impressing Bill. This need not neces-

sarily be outside work, since many earnest student employees had previously helped out in family businesses, while living at home during high school years.

Each summer the letters come in from students requesting their jobs for another year. Letters of application also come from young people just entering college, who are friends of present student employees.

Students living in Topeka help staff the call offices during vacations. One boy in particular, who is paying most of his own way through school, has requested and received a chance to work 12½ hours a day during vacations.

Employees who leave for home in the summer are replaced by students of other colleges whose homes are in Topeka. These return each summer, even as they continue into graduate school. Scotch Cleaners has had one or two such temporary employees for as many as seven summers. They not only fill in at the call offices, but also substitute effectively for the office clerks during their vacations.

Training for versatility

The matter of training temporary or part-time help is perhaps more important at Scotch Cleaners than is true with most drycleaners. This is because every outlet has some secondary function to help carry its overhead. One has the storage vault, with its attend-

ant paper work. In several the personnel file invoices for all the outlets, keep customer records, do the customer billing, etc. This means that the part-time employee probably will have to have a little special training that varies from outlet to outlet.

Most outlets end the day with two part-time men students in charge. The closing hour being usually at 8:00 p.m., there inevitably is a little flurry of customers right at closing time. To avoid holding the boys late to settle their day's receipts, one of them starts closing out his receipts around 7:00 p.m., then the second one checks out just before quitting time. Anything taken in after 7:30 is handled by the first boy, who counts this late work into his next day's reckoning.

Helpful personnel chart

Part-timers are not as effectively used by drycleaners as they should be, Mr. Wallace believes, because problems of hiring, training and supervision are multiplied by the number of people involved, regardless of the hours they work. A wall chart over his desk helps very much to keep track of his branch employees.

This chart is a 20-by-30-inch sheet of clear plastic stapled over a sheet of white paper. The basic lines and column rulings are drawn permanently in ink on the paper. All information en-

Continued on page 76

What Armstrong Steam Trap features mean to YOU!



Listen to the voice of experience



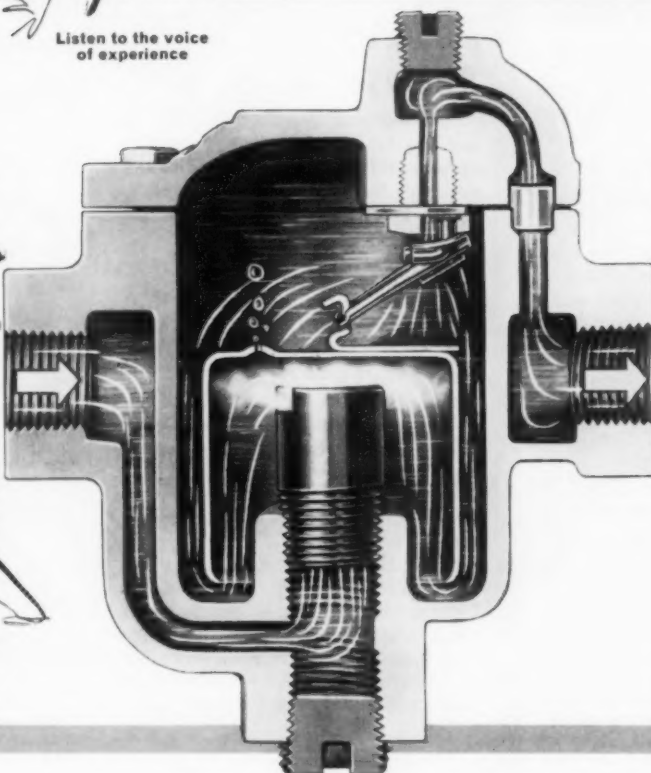
Continuous Air Venting—keeps equipment at steam temperature for maximum production.



Self-scrubbing—operators don't have to wait while a mechanic cleans the trap.



Operates Against Back Pressure—high back pressure does not make an Armstrong trap blow through and waste steam.



Simple Construction—not much that can go wrong and it's easy to fix.



Stainless Steel Working Parts—same material and construction as used in traps for 1500 lbs. pressure at 950° F.



Complete Line of Body Styles—horizontal, vertical and angle for lowest installation cost.

Armstrong Trap design and construction assure continuity of operation and long life with minimum maintenance . . . providing you with more trap-hours per dollar of investment.

Armstrong Traps give you the most work out of your fuel dollar, give you fast heat-up, complete condensate removal, ample air and CO₂ venting without the danger of steam leakage. On overall trap performance, year-in and year-out, nothing beats the Armstrong Inverted Bucket Trap. It's a rugged well-built trap that does *more* things better than any other trap. It's guaranteed because it's been proven.

For more details, see your Armstrong Representative.
P.S. Like some good meaty reading? Ask for Bulletin 275.

Bulletin tells how Armstrong Steam Traps can help you. Gives recommended trap sizes for all your machines; also Armstrong Trap prices and physical data.



**ARMSTRONG
MACHINE WORKS**

8503 Maple Street
Three Rivers, Michigan

012-STL

Hints on Headlines

By MERWIN DECHTER

Must all ads have headlines?

There is no fast rule, of course, that says all advertising has to have headlines. However, the reader's eye usually is attracted to the largest mass of contrast within a given area. This large mass can be either illustration or headline.

If you write your own ads you probably will find it wise to establish a rule that all your ads should have a headline—if only to provide something on which your prospective customers can focus their eyes.

What should the headline say?

The headline should tell as soon as possible what your product or service will do for the customer.

Is that all?

No. But this is a good start. Most headlines—or the biggest type in the ad—usually say: Drycleaning—or Shirt Laundry—or Draperies Cleaned.

To make your headlines really effective, they should tell the prospective customer what *benefit* she gets from using your product or service. This requires more than just a word or two . . . this requires a complete thought.

So what's wrong with "Draperies Cleaned" as a complete thought? It tells what we do, and it's short and easy to read.

Granted. But, as a headline, it does nothing to stimulate the reader to respond—nor does it entice her to see what the rest of your ad has to say. Consider this, instead:

Add cheer and color to your home With draperies cleaned for spring Now the reader thinks in terms of her whole home looking better. Now she becomes interested in what kind of cleaning for spring will add color and cheer to her home. So, she reads for further information.

Does this theory hold true no matter what we advertise?

In almost 90 percent of the cases, yes.

Continued on page 76

Advertising Analysis No. 5 . . .

The editorial approach to advertising can be very effective. These ads employ the "look like an article or column" technique that bids well to assure good readership and advertising impact.

There are several do's that are mandatory in using this approach:

1. The articles should stress only one idea at a time.
2. There must be a consistency to their insertions—preferably once a week without fail.
3. Each insertion must be a new and different article (you cannot re-run!).
4. Paragraphs should be short, preferably no more than two brief sentences.

Other than suggesting that the pictures be identified in these samples, I think this cleaner is on the right track. These "columns" should prove very effective advertising, causing considerable comment—and subsequent traffic and sales for their "sponsor."

Well Known Cleaner Urges Handle-With-Care

What to do about all the spots and stains that get on your clothes? My first caution is . . . avoid heat! After you have stained a fabric, do not press or apply heat from an iron! . . . as heat sets a stain it then becomes impossible to remove it.



A further caution . . . do not rub a stain either with water or a cleaning fluid . . . you might affect the color or damage the texture of the fabric. The most important advice I can offer is to have stains removed promptly . . . bring the garment to us immediately. As many stains become set under conditions of use such as mild alkalinity of soap, ageing of stain from storage or heat generated on a closed place. Remember it takes skill to remove stains . . . ~~Mr. [Name]~~ Cleaners on ~~[Address]~~ Road has the skill to remove the most stubborn and difficult stains. Make a note now to bring your clothes to ~~[Name]~~ and make a note of those with stains and what kind . . . ~~[Name]~~ Road. Advt.

Over 200 Kinds Of Ink Stains Says

~~Mr. [Name]~~

If you spill ink on your clothes, never use milk in an attempt to remove it. In many instances the milk becomes more difficult to remove. There are over 200 different kinds of ink. Each type has a specific formula with a complicated chemical compo-



sition which makes ink the most aggravating kind of stain . . . and only a skilled stain specialists like ~~Mr. [Name]~~ ~~[Name]~~ Cleaners is equipped with the material, skill and know-how to successfully remove ink stains.

Check your pen occasionally to see that it does not leak thus saving you from needless clothes damage.

Any kind of staining is damaging to fabric texture. But whatever the stain, bring it to ~~Mr. [Name]~~ Cleaners ~~[Name]~~ . . . give Mr. ~~[Name]~~ the details . . . and in reasonable time your garment will be neatly cleaned and wearable. Advt.



The Hoyt Loadtrol gives just the right speed for the load.



Two Super-Fast Reclaimers handle up to 1200 pounds per day.



Mr. Armand Williams, Jr., says, "with these reclaimers we are doing twice the volume with $\frac{1}{3}$ the solvent".

"The Hoyt Loadtrol Gives us the Same Top Quality of Drying Regardless of Load"

Says Armand Williams, Jr. of Flair Cleaners,
North Haven, Connecticut

This modern drycleaning plant has recently installed two Super Fast Reclaimers with Hoyt features.

Mr. Armand Williams, Jr., co-owner of Flair Cleaners, says, "The selection of these reclaimers was the result of . . . extensive investigation of drycleaning plants, using various kinds of equipment. The Loadtrol enables us to adjust the speed according to the load, which gives us top quality drying whether load is small or large.

"We also like the easy access to lint trap and coils for cleaning . . . and the temperature control which enables us to get just the right temperature for the type of fabric".

Hoyt Reclaimers are available in Super Fast or Standard Models. Steam-Mist for eliminating lint transfer and automatic group timing are optional features on Super Fast machines.

Hoyt features are also incorporated in machines made for other leading manufacturers. Insist on them when you buy.

Send for Reclaimer bulletin

HOYT

1 FORGE ROAD, WESTPORT, MASS.

HOYT MFG. (CANADA) LTD., TORONTO

DISTRIBUTORS IN PRINCIPAL CITIES

AUTOMATIC DRYERS RECLAIMERS

VAPOR ADSORBERS WATER AND SOLVENT CHILLERS

NEW improved "KLEAN"....

*CLEANS....
won't Clog!*



New additive in Klean plus increased filtering speed means cleaning in constantly pure solvent.

Adco's Miracle Method consists of Triple X Dri-Sheen for petroleum or Perk Sheen for perchlorethylene, plus Sizing in the Wheel. New improved Klean makes Adco's Miracle Method of cleaning absolute Drycleaning perfection!

New improved Klean will help you as a drycleaner to remove 33 $\frac{1}{3}$ % more color from your solvent and at the same time give you 17% greater removal of non-volatiles and fatty acids. The 72% increase in filtering speed which the new Klean now possesses enables you to use Klean in quantity yet you do not clog your filter which results in filter pressure. Drycleaners everywhere can now control the condition of their solvent without distillation, loss of soap or Sizing and with no fear of filter pressure.

Adco **helps you merchandise**

this quality cleaning to your customers by 4 Outstanding Merchandising Programs. Contact one of our 65 trained drycleaning technicians to first install the Miracle Method on a Guaranteed Basis with nothing invested until you are satisfied and prove through the use of swatch tests that the Miracle Method produces the absolute tops in drycleaning. Adco furnishes you with merchandising aids to help you build your business on a profitable basis.

*the Originators of
No Rinse Quality Cleaning*

Adco

MANUFACTURING CHEMISTS SINCE 1908
ADCO INC., SEDALIA, MO., U.S.A.



...Re-Emphasizes Adco Quality!





TOYS Stuffed toy cleaning promotion was run just before people started serious Christmas shopping, which made an allusion to the election appropriate

TIES Special display cases for ties have sold more tie cleaning for Owens Cleaners than any other means of promotion



Alphabetical dividers are built L-shaped like enlarged bookends, single pieces of sheet metal bent 90° in the middle, crimped on the edges, painted same color as the shelving



AND SWEATERS . . .

Offer promotional opportunities that are half the value of cleaning them

By WILLIAM R. PALMER

STUFFED TOYS occupy a special table in the call-office lobby and line the tops of garment racks. Ties are sloped on the separately lighted shelves of bookcases. Sweaters have a prominently placed 10-foot, four-tier rack of their own. De luxe evening gowns fill a rail visible through the call-office window.

In Paducah, Kentucky, H. R. Owen and Gene Katterjohn of Owen Clean-

ers believe in showing the customers what they can do. They feel there is no better promotion than spotlighting the specialty items. Therefore all three of the Owen call offices have specialty items isolated in separate displays placed up in close view of the customers.

Stuffed toys provided the most recent promotion focal point. Early in November a two-color advertisement, 15 inches high, 9 inches wide, was run in the Paducah newspaper. This was devoted solely to cleaning stuffed toys. It featured six illustrations of typical stuffed dolls and animals. The particular slant was preservation of children's favorite toys. Pertinent copy read:

Give the Children an extra Christmas. Every small child has a great attachment for one or more special toys . . . rag doll or a cuddly stuffed animal . . . which could not be replaced by a new one. Let

COOK COIN-OPERATED

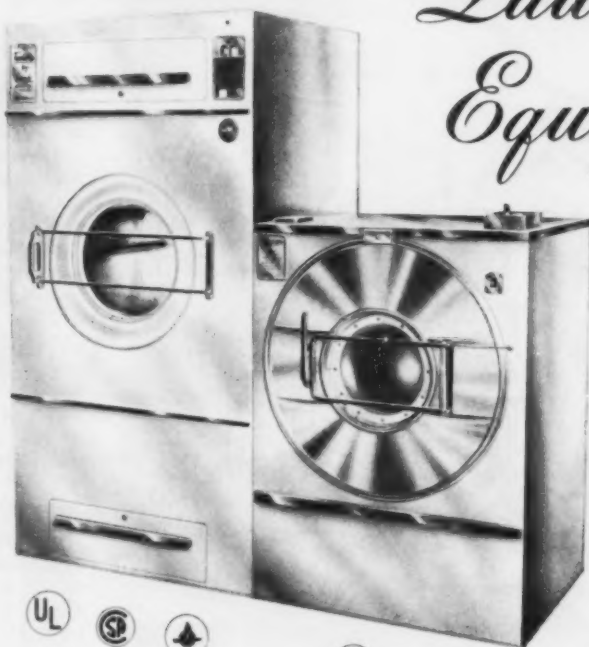
Laundry Equipment

Tumblette®

MODEL M3750
GAS FIRED DRYER

DEPENDABLE PERFORMANCE

Listed—Tested—Certified
Leader of quality standards, yet is competitively priced. 50-lb. dry weight capacity. Features drop-coin self-clearing meter.



Cook laundry equipment is listed, tested, and certified and/or approved by more recognized laboratories than any other equipment manufactured.



Washette®

25 POUND
WASHER-EXTRACTOR

3 BIG LOADS IN ONE WASHER

AQUA-SURGE REVERSING WASH ACTION

Attract all customers, provide "professional" type laundering for all wash loads.

OMACO THRIFTY FIFTY MODEL 37M30 GAS FIRED DRYER

HIGH PERFORMANCE — DRYING EFFICIENCY —

Quiet trouble-free gear transmission. Clean, crisp appearance — 50-lb. dry weight capacity — Coin metered or timer controlled.



P.E.P.® PLUMBING ELECTRICAL PACKAGE



Convenient, Fast Installation For Utilities

ALL METAL — stainless steel top, steel side panels. Extra-heavy soil pipe, copper water lines, dual electrical circuit breakers.

For illustrated brochure and name of nearest distributor, write —

6153

COOK MACHINERY CO., INC.

WASHERS

EXTRACTORS

DRYERS

4301 S. Fitzhugh Ave.

Dallas 10, Texas, U.S.A.

Telephone HAmilton 1-2135



Toys, ties and sweaters . . .



"Here's the NID analysis on Mrs. Flemming's dress. It just says: Buy it!"

Owen Cleaners restore it to a sparkling clean condition now.

Same day service (no extra charge). If your child doesn't want to go to sleep without that special object of devotion, then stuffed toys left with us by 9 in the morning will be ready by 4 in the afternoon . . . in plenty of time for the next "nighty night"

Stuffed Toys Cleaned, Combed and Fluffed

| | Cloth | Fur |
|---------------------------------------|--------|--------|
| 12 inches tall or long . . | \$1.00 | \$2.50 |
| 18 inches tall or long . . | 1.75 | 3.50 |
| 24 inches tall or long . . | 2.50 | 5.50 |
| Toys smaller than 12 inches | .75 | 1.50 |

No charge for minor repairs

Cleaning stuffed toys is not the ordinary in cleaning! This is just another one of the ways we at Owen Cleaners have of showing you the vast scope of our experience and know-how.

In a nutshell, that last paragraph is Owen Cleaners' whole policy on promoting specialties. "We have to let them see how well we can clean the nonproduction items," says Gene Katterjohn. "Then they're more likely to think of us for those lodge drapes, camping tents or antique linens, which we haven't directly promoted."

Ties are an item that usually gets stacked on the back shelf in the average call office. Here they take a shirtboard trimmed to the width that will show part of every tie in the order. The ties are doubled over the top of the cardboard, which has been folded so there's a roll at the top rather than a crease. This assures the ties won't acquire a crease if not picked up quickly. The ties are secured in place by the plastic wrapping.

Packages spotlighted

These packages are spread, slightly overlapping, on shelves or in cases that are always close to the counter. At the plant call office special tie cases were provided from two triple-shelved bookcases. The glass was removed, false bottoms were set at 45 degree angles on each shelf, and a fluorescent lamp installed above each shelf. The outer trim of the shelves hides the lamps from view.

In the branch offices, the sweaters are displayed like the ties on slightly slanted shelving. This is hooked to pegboard panels that screen the outer ends of the storage racks.

An impressive special bin holds the large volume of sweaters in the plant

call office. It is 10 feet long, has four shelves. Even so, the sweaters lying on edge between the alphabetical markers sometimes have to be stacked two deep.

Owen Cleaners' consistent promotion of sweaters as a specialty item dates back many years. As a result, they can count on running two washer loads of just sweaters almost every day.

One woman devotes practically full time to finishing and packaging sweaters. She has a 30-by-36-inch steam table, a small rolling table, and nearby, a wrapping table about the size of the steam table.

Sweaters a source of pride

She steams out a dozen sweaters at a time, being careful to gather the collars, cuffs, waistbands, and pockets, if any. These are stacked on the folding table, each with its arms loosely folded X-fashion across its front. She then takes the stack to the wrapping table. Each sweater is draped around a sport-fold cardboard and sealed in with plastic. If there is more than one sweater in an order they are packaged in the same package, with a sheet of plastic between, if necessary.

Assigning both steaming and wrapping to the same woman nails down the responsibility for the appearance of these specialty items. Involving a single person permits no buck passing. At the same time it gives her a stronger basis for pride in her work.

Sweaters do not usually take her a whole day. Therefore she also handles blankets over her steam table and wrapping, as well as some nubby or fluffy drapes.

De luxe garment cleaning is also spotlighted. These premium-serviced garments are hung on racks at the edge of the storage area. Here they are partly visible to the public. Care is usually taken to hang the prettier evening gowns and cocktail dresses near the front of this row.

"Drycleaners package everything in plastic nowadays," Mr. Katterjohn commented, "so people can see what they are and how nice they look. It doesn't make sense to bury the most dramatic work 'out of the way' on some back shelf or rack!" # #

Dry Cleaners who use AMSCO Solvents lead the good life



here's why

They have more business. AMSCO quality-controlled dry-cleaning solvents insure perfect cleaning, without leaving any after-odor. This means more steady, satisfied customers — a bigger business.

They make more money. AMSCO dry-cleaning solvents lead to increased plant efficiency, lowering operating

costs and increasing profits.

They get quick service. AMSCO dealers deliver what you want, when you want it, where you want it.

They get lots of help. AMSCO has 36 years' experience working directly with the dry-cleaning industry. AMSCO representatives are ready to give you any help you need based on this experience.



AMERICAN MINERAL SPIRITS CO.

General Eastern Offices,
Murray Hill, N.J.

200 South Michigan Avenue,
Chicago 4, Illinois

8600 South Garfield,
South Gate, California

If you'd like to lead the good life using AMSCO Solvents, clip this coupon and send it for the name of the authorized AMSCO dealer nearest you. Do it now.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____



Counter girls and their colorful muumuu dresses had an office setting of bamboo and colorful flowers during the summer months. Even owner Elmer Dunscombe sported a colorful lei whenever he was on the premises

1 . . . 2 . . . 3 . . . GO!

Sales promotion need not be expensive to be effective

by LOU BELLEW

THE EXPERIENCES of Elmer Dunscombe prove a little imagination can go a long way in stimulating sales. His San Pedro, California, plant showed a 30 percent increase in business last year. Known as the One Two Three Cleaners, the name is advertised as representing One (spotless), Two (color bright) and Three (steam-air finished).

According to Mr. Dunscombe, the three years he has owned the plant have truly been an education. First he thought of "appealing" to the housewife with a convenient route service, which the previous owner did not have, having depended on three small stores for volume. Three trucks were purchased and sent out to develop routes from scratch, in a trade area well covered by other established firms.

For some reason the housewives

failed to respond to the "convenience" of these routes. Actually, Mr. Dunscombe admits there were several very good reasons. For one thing, he set up no proper procedure to introduce the service, relying on his drivers to quickly build up profitable routes. They proved to be "drivers" and not the "salesmen" he thought he was hiring. The routes were dropped after a nine months trial, at which time the costs were 111 percent based on the volume they were bringing in.

Naturally, the education gained on the nine-month route operation had cost a pretty penny, and there was little cash available for further appealing to the housewife. However, Mr. Dunscombe still felt it was the best way to increase volume, and decided to attract attention to the store outlets in less costly ways.

One of the outlets was right in the business district, a little building to the rear of a 60-by-40-foot corner lot,

offering drive-in service after a fashion. Thanks to the driving habits of the weaker sex, one improperly parked car could discourage any thought of smooth traffic flow across the lot. Big white arrows to guide traffic were painted on the concrete but did little to correct the situation.

The drive-in location and the other two stores were all launched on a series of changes designed to attract attention to them. For the first month the first 25 customers each day received free morning newspapers, even though Elmer says it broke his heart to see the counter girls giving out these "expensive" newspapers, in light of the low volume of work coming in at that time.

For the next couple of months the first dozen customers were given flowers—carnations for the men and corsages for the ladies—at each outlet.

Corny but effective

Through the football season the counter girls wore local high school "beany" hats and passed out game schedules. In addition, a miniature goal post was installed at the corner of the drive-in area and game scores were posted on a big blackboard.

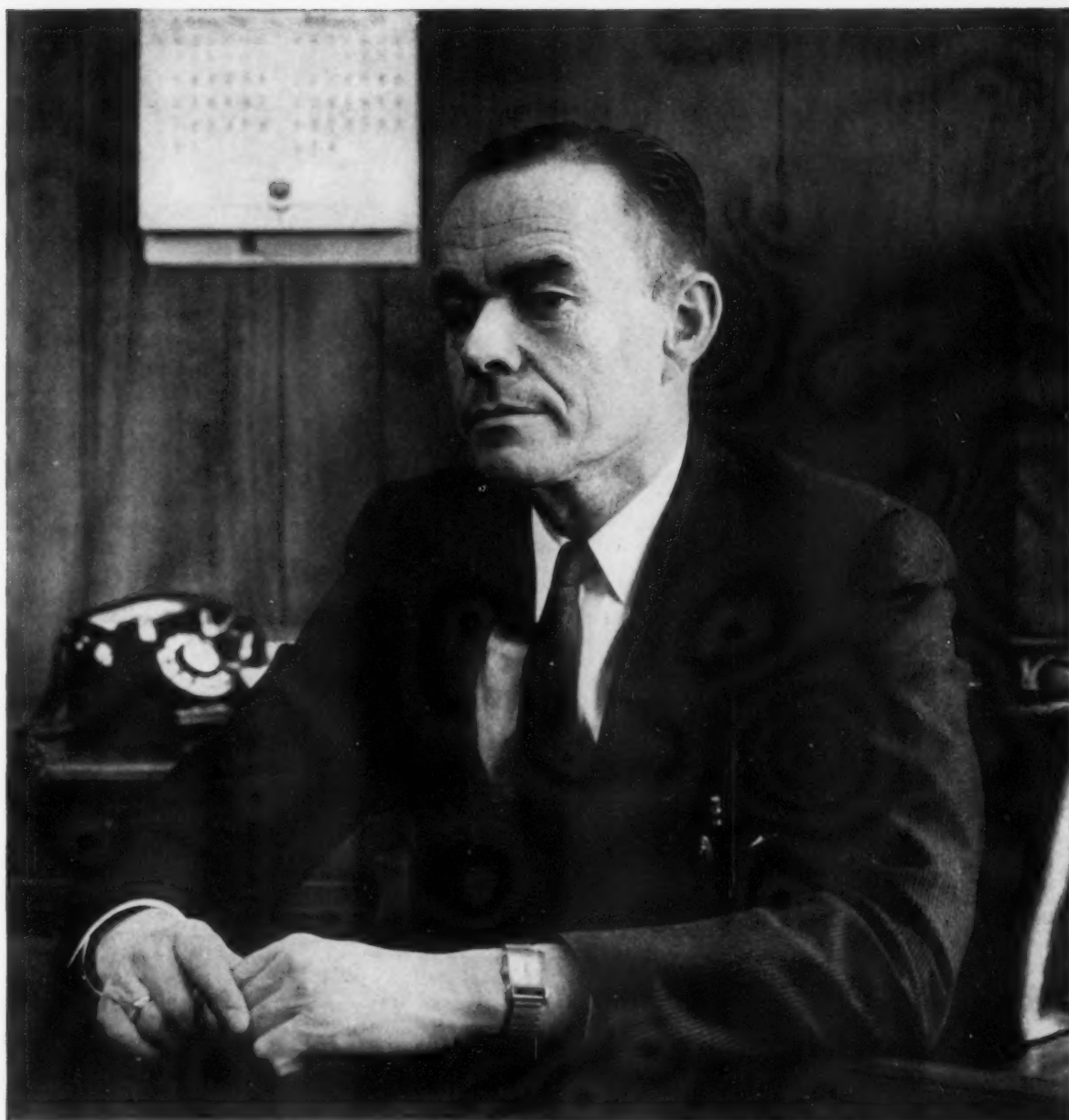
Christmas time was an opportunity for the counter girls to wear red outfits and give away bite-sized chunks of fruitcake and fudge to the customers, along with penny candy for the kids.

Baseball season found the counter girls wearing baseball caps and big white badges with their names. And since the Los Angeles Dodgers were the favorite baseball team, the girls wore colored ribbons to show wins or losses. Big black ribbons were printed with "We Lost" and big red ribbons bore the words "We Won."

Thanksgiving meant pumpkins, and Hallowe'en called for the gals to wear witches' hats.

No interesting event or holiday is passed up without a store tie-in by One Two Three Cleaners. At the moment, there's a little space ship on the roof of the drive-in office that advertises "space delivery."

The main plant and the three store outlets have all shifted from conventional outside paint jobs to a standardized gleaming white background for



"Our advertising in 12 Yellow Pages directories draws business from all over northern New Jersey!" says R. L. Corby, Pres., Columbian Laundry-Dry Cleaners, Newark, N. J. "We send new customers a questionnaire asking how they chose us, so we know two of our best ways of attracting business are personal recommendation and our Yellow Pages advertising. Our Yellow Pages display ads and listings in 12 New Jersey directories do an excellent job of bringing in new business from a wide selling area."



Display this emblem. It builds your business!

Display ad (shown reduced) runs under LAUNDRIES. Call the Yellow Pages man at your Bell Telephone Business Office to plan your program.

Columbian
Since 1875
LAUNDRY-DRY CLEANERS

YOUR PROFESSIONAL LAUNDRY
"Offering Quality at a Fair Price"
Since 1875"

Phone Pat Print

MArket 3-3980

Dry Cleaning Fur Storage Rug Cleaning
LINEN SUPPLY SERVICE

280 South 12th St.
1308 3rd Av

Newark
Spring Lake



Solid white traffic lanes on the green drive-in area keep traffic orderly. Truck in background is used to service the outlets, has nothing to do with the "Space Delivery" advertised on the roof

vertical 2-inch-wide strips of turquoise, set 6 inches apart. Eaves and overhangs are also turquoise for added color. Even the stationery features white paper with vertical stripes of a lighter shade of turquoise, and this may soon be included on the tickets, too.

Another eye-catching change was the installation of expensive-looking white muslin pennants atop long poles on the roof of the drive-in call office. Made up by a local advertising agency, these have black lettering and silhouettes of the firm trademark. This is the firm's name and three girls in formal gowns, calling attention to "spotless," "color bright" and "steam-air finished."

Probably the most unusual stunt was put on during the hot summer months from mid-July until the start

of school in September. The stores all featured a Hawaiian background of white-painted reed fencing to simulate bamboo panels, which hid the call-office racks. Fresh vines and colorful flowers on these panels made an attractive setting. To top it off the counter girls all wore colorful muumuus during this period. A lei was given away with every order. Records show 14 gross of these leis were given out during the first 30 days of the promotion.

At the start the counter girls did a bit of grumbling about wearing the shapeless Mother Hubbard apparel, but after a day or two claimed they were the coolest and most comfortable garments to wear during the hot weather. In fact, the employees at the main plant soon demanded (and got) muumuus.

Mr. Dunscombe is quick to discount any thought that these ideas are all original, but the fact remains that he has at least taken the trouble to put them into practice for a consistent promotion program. As Elmer explains it, the stunts are admittedly quite corny but for getting the public's attention to One Two Three Cleaners the program has been most successful. Besides, it's been a lot of fun, he says.

Considering the small outlay of cash involved during the full year of 1960 with this so-called corny advertising program, we would say the results have been extremely gratifying. Compared to 1959 the volume for the plant and the three outlets has been increased exactly 30 percent, even with three routes discontinued.

More drycleaners should have such fun, Elmer Dunscombe! # #

Parking-Lot Traffic Flow Improves When Owner Paints on "Grass"

THE DRIVE-IN STORE of One Two Three Cleaners ran into difficulties keeping the lady drivers in the proper traffic pattern. It helped to have the counter girls provide carhop service for the cars, but it still got jammed too often. So Elmer Dunscombe went a step further than relying on directional arrows painted on the concrete surface.

First scrubbing down the entire 40-by-60-foot concrete drive-in area, Mr. Dunscombe etched the surface with a muriatic acid solution of 1 quart muriatic acid to 4 gallons of water, and then flushed it off with water. Next he used a paint roller to apply two coats of green paint to the entire area. Paint

used was vinyl latex exterior type designed especially for concrete and stucco. The first coat was dry enough within half an hour for applying the second coat. Elmer says it was the easiest painting he ever did since the roller was mounted on a long handle so he could paint standing up. Two curved traffic lanes were then painted over the green base with white traffic paint such as the street departments use.

Oddly enough, the motorists now manage to stay within the confines of the solid white traffic lanes, and most times there are no snarls. (The green also eliminated most of the reflected heat from the sun's rays beating down on the previously unpainted concrete.)

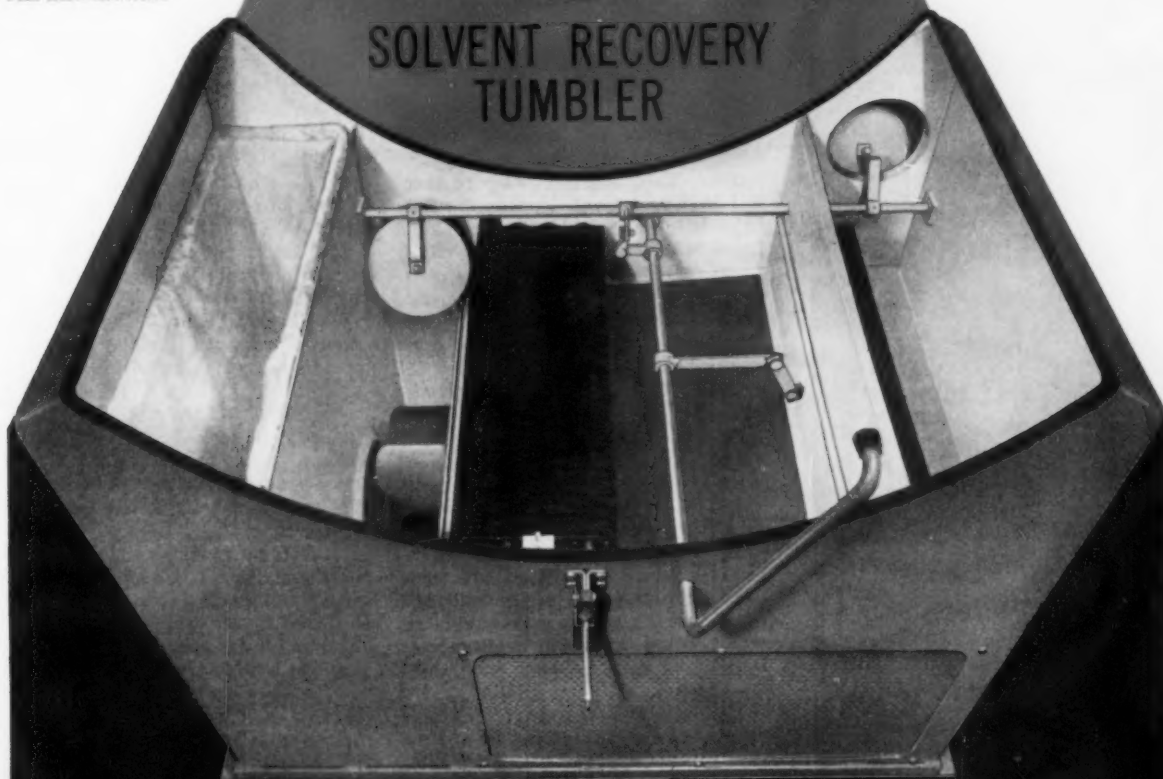
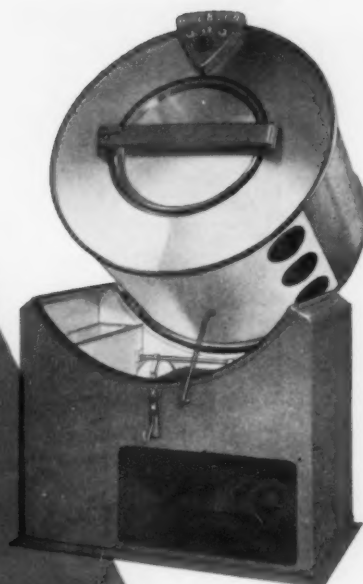
● Where most other tumblers take hours to clean, the Huebsch Save-O-Solv lint screen and coils can be cleaned in seconds . . . and from the front!

There is nothing to disconnect, and no pipes, panels or bolts need be removed. To clean, merely tilt top back. Entire interior is instantly exposed for quick, easy cleaning, and maintenance.

The compact Huebsch Save-O-Solv with the large 42" x 24" cylinder deodorizes fast . . . and assures maximum recovery of solvent. The big 50-pound capacity, combination V-belt and chain drive, stainless steel door and front panel add additional value that you will appreciate. See your Huebsch Dealer for full information.

**YOU
CAN
SEE TO
CLEAN THE
HUEBSCH**

SAVE-O-SOLV
**SOLVENT RECOVERY
TUMBLER**



HUEBSCH

ORIGINATORS

MILWAUKEE 1, WISCONSIN

WORLD'S LARGEST MANUFACTURER OF COMMERCIAL DRYING TUMBLERS



The ball proved a tremendously popular premium, while the ID card has been very widely accepted. Bundle receipt is often stuck behind the card as a handy reminder

Premiums and ID cards are dramatic

The first provide variety, the other continuity to Scotch Cleaners' promotion in Topeka, Kansas

by WILLIAM R. PALMER

Baseball tickets provide variety to kinds of premiums offered. These have high value as appealing to men, women and children

A FLAIR for the dramatic distinguishes Archie C. Swan in Topeka, Kansas. This, together with partner Bill Wallace's good drycleaning, has helped bring Scotch Cleaners and Laundry to the forefront in that city's textile maintenance industry. Scotch uses just as much newspaper and radio advertising, and occasionally some TV commercials, as most successful drycleaning firms.

But that's for business that comes to a plant naturally by virtue of location, convenience, etc., claims Mr. Swan. Drama is needed to widen a plant's market beyond its natural limits. So for drama he uses premiums as inducement for large bundles and identification cards as something special for all customers. These may seem like two entirely different promotional media, yet the important thing in both is that the customer receives something tangible in addition to a good drycleaning job.

However, this thing given must not be a bald bribe for business. Identification cards serve purposes useful to both customers and cleaner. Premiums are tied to conditions of obvious benefit to the drycleaner. Usually they are a "reward" for drycleaning orders amounting to \$5 or more. (Scotch rarely puts its bachelor laundry service on these special offers because the laundry volume curve seems to follow the drycleaning curve automatically.)

The important thing is to avoid giv-

ing the idea that drycleaning charges could be less if premiums were not used. Scotch Cleaners has a \$1.40 base price, along with other quality plants in the area.

Archie Swan sketches the following requirements for a successful premium:

1. It can't be junk; the customer must be impressed with the value of a premium.

2. It should appeal to as many members of a family as possible; if appeal can be only to individuals, children come first, then the housewife, and papa hardly rates at all; but children's premiums should appeal to both sexes.

3. The premium should be something that doesn't last forever, so the cleaner can repeat it from time to time; if it went over well the first time, there is always carryover interest to start the next promotion with a bang.

4. A premium should cost roughly 10 percent of the volume directly inspired by it; half of this is charged to the added business thus obtained, while the other half may reasonably be considered for institutional advertising.

Any of these requirements will be completely ignored, says Archie with a grin, if something hot comes along that is contrary to them!

One of Scotch's most successful promotions has been giving out a plastic

Continued on page 76

STAMFORD'S SUMMER FABRIC FINISHING SPECIAL!

NOW...
get both of these
FREE!

TRIK

The modern tannin stain remover. Easily removes coffee, tea, grass, beer, liquor, and the other "tough" vegetable stains. Built-in lubricant means faster action, quicker rinsing, easier feathering.



PROTEEN

The safe, efficient stain remover for egg, blood, milk, albumin, perspiration and other "protein" stains. Just apply to stain, flush with steam or water—that's all there is to it.

WITH EACH CASE OF

VIVISIZE

DRY FABRIC FINISH

New water white Vivisize can be used in either charge or dip systems and in all solvents and solvent concentrations with equal effectiveness. And, to do an even better job, Vivisize now contains the same stable fluorescent brightener found in Opalite. Try it! You'll be amazed by the results. And, it's more economical, too.



OR

CRISP

WET FABRIC FINISH

Clear and colorless, Crisp is safe on all fabrics. Used in the wheel or diluted with water as a spray, Crisp is self-leveling... wrinkle resistant. In the wheel, Crisp sizes the entire load according to type of fabric—no carry-over, no solvent contamination, no color transfer. It's simple, effective, and economical.



USE THIS HANDY ORDER FORM

The Stamford Chemical Company, P.O. Box 1131, Stamford, Conn.

PLEASE SHIP US THE FOLLOWING:

☐

Cases of VIVISIZE
(6 gallons per case
(at \$5.60 per gallon)*

☐

Cases of CRISP
(6 gallons per case
(at \$5.00 per gallon)*

AND, for each case ordered, ship a TwinPack containing 1 pint of TRIK and 1 pint of PROTEEN at no charge.

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

ORDERED BY: _____

OUR JOBBER IS: _____

*30¢ additional per gallon in West

Offer expires July 31, 1961



**THE STAMFORD
CHEMICAL COMPANY**

P.O. Box 1131, Stamford, Conn.

#5441

JUNE, 1961

61

Garden Staters take closer look at coin-op cleaning

ONE OF THE MOST provocative features of the all-day convention in Newark, New Jersey, March 11, was the panel discussion on coin-operated drycleaning.

It helped to swell the attendance at the New Jersey Laundry and Cleaning Institute's 42nd annual convention to the 367 mark. It also gave those attending three views of this highly controversial subject.

The manufacturer's view

John Crouse, manager, Commercial Sales Division of the Whirlpool Corp., attacked the attitude of "so-called industry leaders who advocate a 'wait-and-see' policy towards coin-op drycleaning."

He claimed such opposition was based on emotion and not on fact. "Coin-ops have been tried," he said. "They've been available since January 1960. Our market surveys indicate that housewives want coin-op drycleaning and most of them are satisfied with the results. Only 7 percent said they didn't like it, but interestingly enough 96 percent of all those surveyed said they would use it again. Our studies further reveal that the heavy users have more children and higher incomes than the average users."

Mr. Crouse rebuked those who months before had "proved" coin-op cleaning could not be profitable.

"Much depends on location and how good an operator you are. We're not making extravagant claims nor are we saying that it's right for everybody. We don't know. All we do know is that our cost studies show the average load costs approximately 45 cents and our new machines are coming out with a \$2 coin slot."

Again and again throughout his presentation, Mr. Crouse urged the plantowners not to be guided by wait-and-see leadership. It's up to each plantowner to make his own decision: (1) look at the facts, (2) analyze them, and then (3) act accordingly.

The operator's view

William Webb followed next with a report on his laundry and drycleaning village—Webb's of Wilmington, Delaware. (See story in February 1961 NATIONAL CLEANER.)

Mr. Webb frankly admitted that he was an "expert" on coin-operations only by virtue of the fact that he had 15 weeks experience in the field.

He skipped over his first two months operations since the grand opening and bad weather "did not give a truly representative picture." He concentrated instead on the plant's February performance.

February figures: During this month, he said his 16 machines turned over 1,450 loads at \$1.50 per load and the operation came up with a loss of \$480.48 for the month.

One reason for this showing is that management prefers to depreciate its equipment over a three-year period—as is commonly the case in depreciating coin-laundry equipment—instead of for longer periods.

Second, the plant is attended by "counselors" who put in 40 to 45 hours a week helping customers.

Third, Mr. Webb has long believed the \$1.50 base too low and wants to raise it to \$2. (Had the machines been set for the higher rate, he figures he could have made \$200 on his volume in February.)

Peak periods: At the present time, Mr. Webb figures his plant is operating at about 50 percent capacity. It's open 110 hours a week. Hours are 8:00 a.m. to 10:00 p.m. weekdays and 9:00 a.m. to 6:00 p.m. Sundays.

Saturday is the busiest day. During the typical day there are three peak periods: from 9:00 a.m. until noon; 1:15 until 3:15 p.m. and from 7:00 until closing. The bulk of the business comes in during this nine-hour period, with 144 loads in a top day.

"I think you can make a profit in coin-op drycleaning," says Mr. Webb, "but it won't make you a millionaire in three years. Our business is running 20 percent ahead for the first two weeks of March and we expect to make a profit. Good location is important and we believe attendants are necessary to protect our investment. You must take care of your machines."

Lint problem: According to Mr. Webb, one of the problems that nobody seems to be aware of is that lint tends to accumulate on the face of the machine. "We find it necessary to remove the front of the machine once a month

to get at the lint. The procedure takes about an hour, and with mechanics' charges at \$7.50 an hour, delinting our 16 units costs us an extra \$120 per month."

Customer acceptance: "Don't think people are going to give you everything they've been saving up in the cellar. One housewife even came in with a wedding gown," reports Mr. Webb.

"Our best customer to date has been a woman who came in with enough drapes to fill eight cleaning units at one time. Comparing this order with the cost of our regular cleaning service, we figure she got \$54 worth of drapery done for only \$12. What woman wouldn't spend a day touching them up to save \$42?"

NID's view

Dr. Joseph Wiebush, director of research, National Institute of Drycleaning, summarized some of the studies made by NID on the subject of coin-op drycleaning but added that nobody had sufficient information to make a true evaluation.

Generally speaking, coin-op customers are pleasantly surprised with the results, and as they get bolder they bring in better garments. With this good experience they are then inclined to wonder why professional drycleaners charge so much.

Competition: "What effect do coin-ops have on established plants? It's too early to say," says Dr. Wiebush. "Preliminary NID studies in Albion and Effingham, Michigan, revealed that almost all of the five established drycleaners offered price reductions within four or five weeks after two coin-operated plants opened in the area." On this point Dr. Wiebush was very emphatic in warning that professional cleaners could not compete with coin-ops on costs.

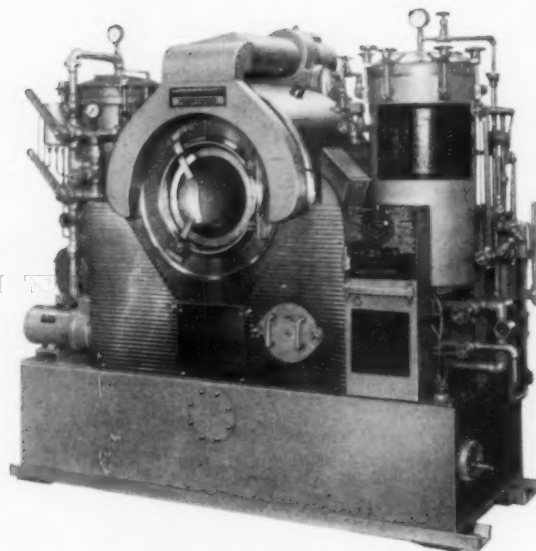
Cleaners' queries: In the early days, Dr. Wiebush noted that professional cleaners were inclined to ask questions about the machines themselves. Now the big questions are: "Is it profitable?" and "Will it kill professional cleaning?" We can only assume that somebody will get hurt and the first will be the marginal operators.

Clean-only: "Clean-and-Steam, clean-only and other such cost-reducing plans haven't gone over," says Dr. Wiebush, "because customers don't understand what they're getting. Per-

Continued on page 66

NEW "COMPACT"

from American ...



with more profit-producing features than any other unit you can buy!

YORKTOWN 30 Perc Cleaning Unit

Now you can have a complete 30-lb. cleaning system in just a 79 x 39 inch area! This makes the YORKTOWN by far the greatest producer per square foot of floor space on the market today.

And the cleaning quality is superb.

The YORKTOWN is automatic too—to the nth degree! You won't find a dry cleaning unit that's easier to operate, easier to inspect and maintain, *or more economical to own!*

And for profit producing features, it can't be beat! Only in a YORKTOWN can you get:

- Exclusive closed solvent circuit • Automatic high-low solvent level control selector • Five-minute "batch"

- operation • Automatic additive device permits addition of moisture, sizing, or waterproofing to load on "batch" cycle • Open-pocket, stainless steel cylinder • Upflow, backwash-type tubular filter • Combination sludge accumulator-cooker-still • Rugged, single-motor Vari-Drive eliminates clutches • Unusual flexibility.

Someday—all perc cleaning units will undoubtedly offer the features *now available* in American's new YORKTOWN 30 Cleaning Unit. But why wait? You can have a YORKTOWN *today!*

For complete information, call your nearby American distributor, or mail the coupon.



Send complete information on the new
YORKTOWN 30 Dry Cleaning Unit.

ACE-45

Name

Firm Name

Address

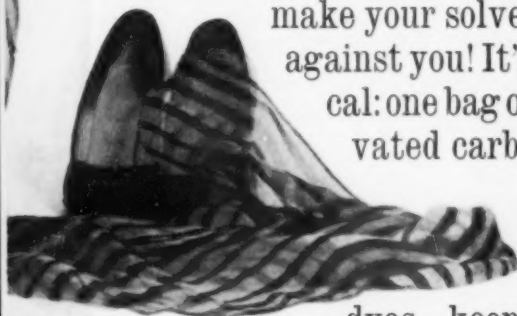
City Zone State



BANISH SOLVENT STAIN WITH PREMIUM DARCO®

She sent the stole out for cleaning—it's the dress that looks clean! Solvent stain is at fault. If the cleaner's lucky, she'll complain. Many customers never return! **You need Premium DARCO every day!**

Especially with modern supercharged systems—make your solvent work with you, not against you! It's so easy and economical: one bag of Premium DARCO activated carbon per 2000 gallons of filter capacity every morning. DARCO snaps up soil and bleeding dyes—keeps your solvent pure—powered for full-time cleaning! Banish solvent stain forever—use Premium DARCO every day!



MONDAY TUESDAY WEDNESDAY



THURSDAY

FRIDAY

SATURDAY



ATLAS POWDER COMPANY
WILMINGTON 99, DEL.

Continued from page 62
happen after the general concept of coin-op drycleaning is sold, such plans may be better received. It takes education," concluded Dr. Wiebush.

Other convention highlights

A symposium on direct selling occupied the better part of the afternoon session and this segment is featured elsewhere in this issue.

Harold Howe, manager, AIL's Washington office, brought the members up to date on proposed minimum

wage legislation which was certain to pass and include the laundry industry momentarily.

The impact of such legislation will be felt most heavily, says Mr. Howe, by Cleveland, Indianapolis, St. Louis, Kansas City, Pittsburgh and 13 other principal cities where up to 80 percent of laundry employees are working at rates under \$1 per hour.

Richard Anderson, Wyandotte Chemicals Corporation, gave an inspirational flip-chart talk entitled "Return to Selling." Rodger Jackson, managing director, Laundry and Cleaners Allied

Trades Association, told how his members were working with customer associations for mutual profit. Hal Marx, Homestyle Laundry, Montclair, New Jersey, president of the New Jersey Institute, reviewed the accomplishments of the past year and goals for the future. Brief remarks were also made by Arthur E. Gelnaw, director and president-elect of the American Institute of Laundering, and Leo B. Ahern, director, National Institute of Drycleaning. Richard Whalen is executive secretary of the New Jersey Institute.—*Henry Mozdzer*



Connecticut elects J. Fitzgerald (second from right), Home Laundry, New Britain, president. Left to right: F. Camparato, Pilgrim Laundry, East Hartford, first vice-president; A. Reiner, retiring president; L. Battiston, second vice-president

Nutmeggers shunt coin-op fears

INITIAL FEARS of coin-operated drycleaning have apparently diminished to the point where some plantowners are at least willing to consider their possibilities calmly and objectively.

This change in attitude became rather evident at the Connecticut Launderers and Cleaners' 57th annual convention at Wallingford, March 18.

The turnout developed here in a most peculiar way, indicating that Nutmeggers were not ready to pooh-pooh or close the door on the coin-op idea, as yet. Here's how it happened:

Frank Pollatsek, executive director of the New York Neighborhood Cleaners Association, began his talk by cautioning his listeners not to be carried away by clichés like "you can't stop progress" and "the handwriting is on the wall" where coin-op cleaning

is concerned. Nor to believe coin-op manufacturers' claims that "drycleaning will increase fivefold within the next few years."

He said his own opposition to the new development had been misconstrued; he did not think coin-op drycleaning could be stopped. He merely advocated a "cautious approach" and was only opposed to "high-pressure selling of untried equipment."

But then he went on to say that the home appliance manufacturers introduced coin-op cleaning to help stop their own shrinking sales. That they had made no market studies. And that they were not really interested in the professional drycleaner as much as they were in getting his endorsement of their product. That there was no indication this new market was profitable, etc.

He concluded by reporting that his association was issuing Health Alerts to local authorities on the hazards inherent in coin-operated drycleaning, and welcomed the members to copy NCA's suggestions to legislators on ordinances designed to slow coin-op inroads.

Mr. Pollatsek did such a thorough job in defending his stand that the one coin-op drycleaning manufacturer's representative on the program (James Griffith, district manager of Whirlpool Corp.) abandoned his prepared talk on the Barlow coin-cleaning installation and confined himself to just these few observations: (1) That Mr. Pollatsek had quoted certain things out of context; (2) that plantowners were buying coin-ops and some even planned multiple installations; and (3) that more stringent regulations and ordinances could backfire against some established professional plants.

In the open forum that followed, it became apparent that the audience's sympathies lay with the coin-op sales-

man (who was well-known to them) and his understated defense. They made these feelings known by roundly applauding one plantowner who stood up and criticized some of Mr. Pollatsek's views and attitude.

* * *

Lino Battiston, Battiston's Cleaners of West Hartford and Wethersfield, said he saw no great market for "clean and steam" (he's doing \$300 a week with it) but believed one could be developed in time. Neither he nor Arthur Antonopoulos, Highland Cleaners, Lowell, Massachusetts, could see where coin-op cleaning was headed but both were interested in increasing the frequency of drycleaning.

Looking to the future, Dr. Joseph Wiebush, director of research of the National Institute of Drycleaning, saw costs rising, profits narrowing, keener price competition. But aside from coin-ops, he did not anticipate any revolutionary changes in machinery, equipment or supplies. While coin-ops were here to stay, he did not see their supplanting professional drycleaning.

Cecil Lanham, director of research and education, American Institute of Laundering, gave a slide presentation on the Armour Research study.

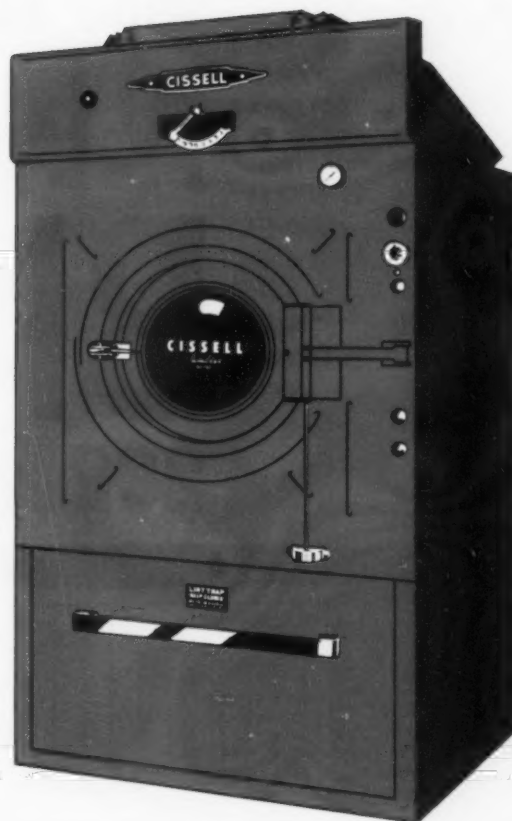
John Carruthers of John Carruthers & Co. urged the members to oppose Federal minimum wage legislation. But if it comes to pass, he favored raising prices to keep pace with increasing costs.

For the first time in the association's history, the members elected women to the executive committee.

Mrs. Gerald Reuter, Stratford Laundry, Stratford, was elected secretary-treasurer, Mrs. Elsie Minty, Pembroke Laundry, Bridgeport, and Mrs. C. M. Dobbs, Monarch Laundries, New Haven, were named directors.

—*Henry Mozdzer*

SCRATCHED!



One small paint scratch . . . and this Cissell 42 x 42 Dryer was "scratched" from the inspection line and sent back for a new paint job. And this is just one example of Cissell quality control. Any little fault is big enough to correct.

What are some of the other things that can "scratch" a Cissell Dryer? A missing screw—a door bind—an unbalanced fan blade—a mis-alignment on the lint trap . . . to mention just a very few. And why is Cissell so careful to correct small faults that you would never see . . . faults that would never cause any real trouble? Because Cissell believes this is the kind of care and service *you* deserve.

CONSULT YOUR JOBBER. He has the full feature story on the Cissell Dryer, can tell you why it's the best dryer your money can buy. W. M. Cissell Mfg. Co., Inc., Louisville, Ky. Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.

CISSELL

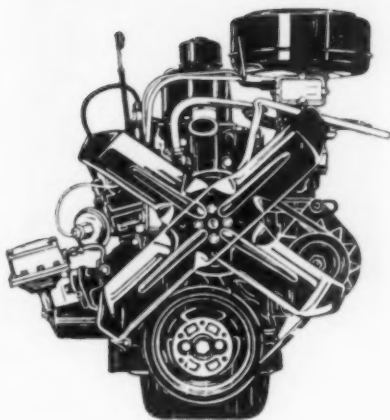
THE NEWEST REASON TO MAKE
YOUR NEXT CHASSIS A FORD

ALL-NEW FORD
BIG SIX
262^{CU} IN. TRUCK ENGINE



FORD DIVISION, *Ford Motor Company*,

New F-600 toughness! New stronger frame... huskier cab... rugged truck suspension that can give twice the front tire life of other types!



Now, the economy of a Six is combined with the dependability of heavy-duty, *exclusive-truck* engine design. In independent tests, Ford's new Big Six was pitted against the major competitive Six. Certified* result: Ford Trucks gave 13.5% better gas economy! And Ford recommends 34% fewer service operations in 25,000 miles of customer service. This means less time in the shop . . . more time on the job.

The new Big Six is one of *four* engine choices in Ford F-600 trucks for '61—including America's most popular truck V-8's. See your Ford Dealer. He will be glad to help you select the best engine for your job.

*Tests simulated typical city delivery and shuttle service

SEVEN MORE REASONS

WHY IT'S GOOD BUSINESS TO DO BUSINESS WITH FORD!

You save from the start with Ford's traditionally low prices, and your savings continue with low operating and maintenance costs. These facts are documented by certified test reports from America's foremost independent automotive research firm. Ask to see these reports. They're on file at your Ford Dealer's.

In addition to these dollar-and-cents savings, the following bonus benefits are yours with Ford Trucks:

- 1. Rigid quality controls** give you the strongest safeguard of truck reliability ever. Modern, *exclusive-truck* manufacturing facilities, with emphasis on quality every step of the way, are designed to give you a Ford Truck that is as free from defects as a truck can be. Tangible results of these high standards are Ford's new warranties.
- 2. Exclusive 100,000-mile warranty** (or 24 months) on 401-, 477- and 534-cu. in. Super Duty V-8's is the most liberal in the industry. Each major engine part (including block, heads, crankshaft, valves, pistons, rings), when engine is used in normal service, is warranted by your dealer against defects in material or workmanship for 100,000 miles or 24 months, whichever comes first. The warranty covers full cost of replacement parts . . . full labor costs for first year or 50,000 miles, sliding percentage scale thereafter.
- 3. 12,000-mile warranty** (or 12 months) on all 1961 Ford Trucks of every size is further evidence of the confidence Ford has in its quality controls. Each part, except tires and tubes, is now warranted by your dealer against

defects in material or workmanship for 12 months or 12,000 miles, whichever comes first. The warranty does not apply, of course, to normal maintenance service or to the replacement in normal maintenance of parts such as filters, spark plugs and ignition points.

- 4. Special fleet financing** can be arranged by your Ford Dealer. It's available for owners of two or more trucks, and provides the opportunity to precisely tailor payments to your income patterns or depreciation schedules. This fleet-fitted financing offers substantial savings and frees your working capital.
 - 5. Sales engineers and service specialists** in 36 district offices are on call to solve special truck problems. Working with both dealers and customers, these experienced truck men represent another extra step Ford takes to provide your continued satisfaction.
 - 6. Replacement parts depots** at 26 strategic locations across the country quickly supply needed parts from ample stocks. Ford's entire supply system is geared to give you faster service and reduce costly downtime . . . wherever you are.
 - 7. 6,800 Ford Dealers**, including 280 specialized Heavy Duty truck dealers, can keep your trucks ready to go wherever they go. From coast to coast, fast Ford service—gas and Diesel—is always close at hand.
- From Super Economy pickups to Diesel-powered tractors, you can now fill every truck need up to 76,800 pounds GCW with a modern, money-saving Ford Truck.

FORD TRUCKS COST LESS



SEE YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" FOR PROOF!

500 at Lone Star meeting

A HIGHLIGHT of the Texas Laundry and Dry Cleaning Association's 54th annual convention, April 6-8, was an evaluation of the controversial coin-op in the drycleaning field.

Five hundred delegates attending the Houston convention heard Ronald William of the management staff of the National Institute of Drycleaning

describe the growth and present status of coin-op drycleaning and examine its effect on the industry as a whole. He pointed out coin-op's basic appeal to the customer—economy—and enumerated the various problems they have: fear of fading, accidents, the unpleasant waiting period, and then confusing directions for using the ma-



President-elect George Boyd (left) with outgoing president Bruce Ferrell

What do you **EXPECT** from your **DRYCLEANING SOLVENT?**



BETTER PERFORMANCE?

To build customer loyalty, you should expect maximum soil removal... lack of shrinkage or color bleeding... fabric-renewing gentleness... and odor-free finished garments.

FASTER SERVICE?

Today's competition requires you to give 4-hour or even 1-hour service without quibbling. A solvent that cuts tumbling time and makes finishing faster is a must.

BIGGER PROFITS?

Better performance and faster service will build volume profits. And the right solvent can also increase plant efficiency and cut labor cost per dollar of throughput.

APCO DEODORIZED PETROLEUM SOLVENTS
DELIVER ON ALL THREE COUNTS

DEODORIZED APCO 125
DEODORIZED APCO 140



APCO DISTRIBUTION AREA



APCO OIL CORPORATION

OKLAHOMA CITY, OKLAHOMA

chines. "Coin-ops don't exclude the competent service of a drycleaner," he said. Customers still like to have complete confidence in the establishment that cleans their clothes.

Another of the major talks at the three-day meeting was on public relations, given by Anne Sterling, national home counselor at the American Institute of Laundering. Her talk was enthusiastically received by the gathering.

A "Return to Selling" was the topic discussed by Richard V. "Dick" Anderson of the Wyandotte Chemicals Corporation. Other speakers were Frank Pollatsch of New York Neighborhood Cleaners Association, and John Casey, general plant training supervisor for the Southwestern Bell Telephone Company.

At a fashion show-luncheon for both delegates and wives, the fashions modeled illustrated the theme: "The Woman's Image of Natural Fiber."

Other business on the agenda was the election of new officials. George Boyd of Borger Laundry, Borger, was named president. He succeeds Bruce Ferrell who served as president during 1960-61.

Also elected were Travis LaRue of Austin, vice-president, and G. Ray Holcomb of Dallas, second vice-president. Lynn B. Shaw of Austin was re-elected executive secretary.

Eighteen new directors were named at the meeting. They are: Ray Pell, Fred Page and Frank M. Baker, all of Houston; Fred Royal, Pasadena; Leo Cook, Orange; Jack Brown, Austin; Tom M. Callahan, Marlin; A. Shreiner Harrison, San Antonio; Bruce Ferrell, Lubbock; Barry Putegnatt, Brownsville; Jack Barnes, Harlingen; Lyman Shaw, Brownwood; Dennis Slater, Jr., Dallas; H. D. Ohlenbusch, Sweetwater; David T. P. Nelson, Texarkana; Bill Burrows, McAllen; George Lohmann, Port Arthur; and L. M. Gay, Jacksonville. # #

LCATA is back in show business

THE WHEEL has come full circle. Over the years, the Laundry and Cleaners Allied Trades Association has sought to reduce the number of industry exhibitions to a minimum as a means of reducing costs.

These efforts finally culminated in the agreement to hold one national show for both the laundry and dry-cleaning industry each year. LCATA relinquished its interest in managing the national exhibitions and three years ago let the American Institute of Laundering handle the worrisome but profitable task, as the National Institute of Drycleaning had been doing for years.

Now LCATA wants to get back into the exhibit management business again and run its own shows.

On February 23 of this year the LCATA announced that it had set up a wholly owned profit subsidiary. It was to be known as the Laundry and Cleaners Allied Trades Exhibit Corporation and its function was to handle exhibits.

The matter was reviewed by LCATA's three major committees and the board of directors on March 23 and one regional exhibit was approved.

Recognizing the importance of their decision and its effect on the national customer associations, the directors of the Exhibit Corporation called for a joint meeting to be held with AIL and NID officials.

The presidents and presidents-elect as well as the general managers of both AIL and NID met with LCATA's Exhibit Corporation directors April 11.

They were informed of LACATEC's intentions to put on a regional exhibit (at either Cleveland or New York City) this fall without affiliation with any customer organization.

They were also offered LACATEC's services to manage future AIL and NID exhibits.

And that's where it stands now. Neither AIL nor NID can take any action until the LCATA proposal is

considered at their respective board of directors meetings in June.

Background

LCATA's unhappiness with customer-sponsored exhibit policies is nothing new. (It's questionable whether any one answer will ever be found to make laundrymen, drycleaners, suppliers, distributors and machinery manufacturers equally satisfied.) But LCATA's move to hold its own exhibits was somewhat of a surprise.

The straw that broke the camel's back was the show in Philadelphia. The poor turnout caused by a blizzard, which totally disrupted transportation the last few days of the show, piled on top of existing grievances, was apparently just too much to take.

The one big exhibit a year hasn't worked out. Its size makes it unwieldy. Chicago, Atlantic City and Philadelphia are about the only cities that can accommodate it and the 10,000-15,000 conventioners. *Continued*

THE NEW **GLOVER-Kling**
"THRU-FLOW AIR-MATIC"
Dry Cleaning Units



...bring you
ADVANCED PRINCIPLES not found in other machines

They're unlike any other single- or two-bath system on the market. Their utter simplicity will amaze you—from foolproof air-actuated timer to exclusive "THRU - FLOW" cleaning action.

For top quality cleaning at a greater profit, here's the system for you. All of the soap solution and clear rinse solution feed through the center of the cylinder and through the garments. This patented construction eliminates the solvent's by-passing the garments. This Glover-Kling method introduces moisture and solvent

SIZES: Perc or petroleum: 35, 50 and 75 lbs. Petroleum only: 110 lbs. Single-bath: 35-lb. unit. Single- or two-bath: 50-, 75- and 110-lb. units.

into the clothing immediately to carry away dirt and grime with every turn of the cylinder. This method reduces spotting to an all-time low. The THRU-FLOW AIR-MATIC two-bath is served by a clear rinse, built-in, monel metal, tubular screen filter. There is virtually no interchange between soap solution and rinse solvent. For load after load, day after day, automatically cleaned and extracted, no other system matches the trouble-free Glover-Kling THRU-FLOW AIR-MATIC.

LEARN NOW how this great new machine can save you labor, solvent, time and space while turning out the finest quality dry cleaning. See your jobber or write Bill Glover, Inc., for full information today.

BILL GLOVER INCORPORATED
5204 Truman Road
Kansas City 27, Mo.

SERVING THE WORLD WITH THE FINEST,
MOST RELIABLE AUTOMATIC DRY CLEANING AND LAUNDERING EQUIPMENT

LCATA *Continued*

By going to the smaller regional shows which are expected to draw attendants from a 250-mile radius instead of the nation at large, LCATA hopes to gain greater mobility, and move to other areas of the country.

If it takes over the management of the AIL and NID exhibits, it hopes to achieve the same effect by reducing the maximum number of booths that any one exhibitor may take.

Recognizing this problem, AIL and NID hoped it might be solved by holding regional exhibits in cooperation with individual state organizations in the odd years when they weren't sponsoring a national exhibit. These would be held at a different season and region from the national.

However, LCATA now recognizes that important industry changes and

new developments have taken place in different directions affecting distribution. It wants to enlarge the benefits of exhibiting by getting maximum exposure, by showing to all the various segments of the laundry industry. In other words, it wants to open its regional exhibits to laundrymen, dry-cleaners, linen suppliers, industrial launderers, diaper service operators, institutional laundry managers, coin-operators, etc. The best way to do this, it feels, is to sponsor and control its own shows.

The national associations derived a good portion of their incomes from national convention-exhibitions and would sorely miss the revenue from this source. LACATEC says it would turn over to them the surplus after all expenses and taxes had been paid—if AIL and NID let it run their exhibits. However, the associations would

be obliged to pay for this management service and the fee would run to several thousand dollars. The associations feel they would save this expense by letting their regular staff personnel handle the management.

At this stage, the LCATA has not said that it will not support AIL or NID exhibits if they choose to run their own shows.

AIL has already made its commitments for 1962 in Chicago. NID, which has always managed its own national exhibits, is working on its 1963 program which is scheduled to take place in Washington or Atlantic City.

Preliminary reservations for booth space at LACATEC's regional exhibit are said to be "pouring in" since the first announcement was made.

The next move seems to be up to AIL and NID's boards of directors.

Tri-State progress report

A WELL-BALANCED program at White Sulphur Springs, West Virginia, April 10-12, was only barely dominated by discussion of coin-op drycleaning. The Maryland, District of Columbia and Virginia Laundryowners' Association customarily meets twice a year at least. Thus each meeting's programs assume the character of progress reports on many topics.

Dr. Dorothy Lyle of the National Institute of Drycleaning reviewed her Philadelphia presentation on customer acceptance of coin-operated drycleaning. Hearing it for the second time, we realized it was so crowded with facts and impressions that we missed a lot of it the first time round. Questioning from the audience confirmed this reaction.

Analysis of a drycleaning coin-op operation was presented by George Klinefelter, Jr., based on the Elite Services installation at Kensington, Maryland.

Anne Sterling of the American Institute of Laundering then reported on the increasing success of the PR for PL program, describing gains of \$10 for every dollar invested, in plants that had gone into the program wholeheartedly.

An interesting innovation was comments on the PR for PL program by a



Officers for 1961, from left: Wilmer Balderson, executive secretary; Maurice Long, president; Henry Worcester, director; Herbert Fried, director and retiring president; George Young, vice-president

panel of Anne Klinefelter, Peggy Pledger and Sue Jacobsen, all answered by Miss Sterling. The audience was drawn into lively discussion.

In the afternoon two bull sessions were held simultaneously in separate rooms. One, on coin-op drycleaning, was dominated by discussion of the new fast cleaning solvent recently announced. The other, on the subject of public relations, was more general in character. It was interesting to note, although of questionable significance, that allied tradesmen were in the majority at the coin-op session, while laundryowners dominated the PR discussion.

Wednesday morning's session was on sales outlets, with John K. Witherpoon of Washington's Dupont Laundry giving a distillation of 30 years experience with route operation: "The only way to give *complete* service."

Store layout, equipment and promotion were discussed by Richard Gallagher, Morey-LaRue Laundry, Elizabeth, New Jersey. Stress was on shopping-center stores, which should be in areas where "convenience" stores supplying daily necessities such as

groceries and drugs are predominant, as against centers running heavily to shopping for occasional purchase items such as garments, sporting goods, etc.

Questions directed to these two speakers also resulted in a considerable discussion of the Armour report on route sales operation.

During all sessions questions have been dropped in a question box. A panel of Maurice Long, George Young and Henry Worcester ended the formal program with discussions of the questions presented, aided by general comment from the floor.

Memorial resolutions were proposed for the late W. K. Gallagher and Charles Garner.

Officers elected for the coming year are: Maurice Long, president; George Young, vice-president; William McClanan, treasurer; Herbert Fried, Henry Worcester and Edward Cooper, directors.

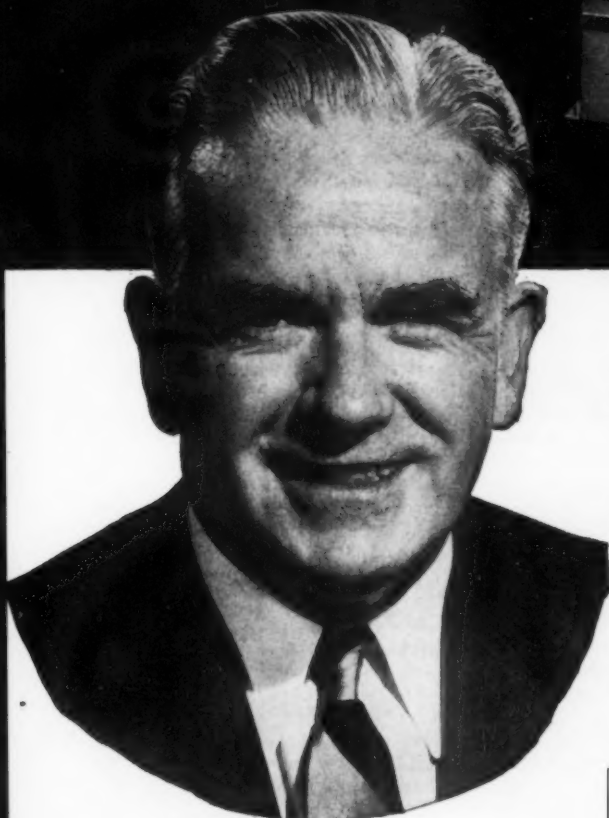
Next midwinter meeting was scheduled for December 2-3 at the Shoreham Hotel, Washington, D. C. The annual spring convention is to be June 21-23 at The Homestead, Hot Springs, Virginia.—Bill Palmer



FOR SYNTHETIC

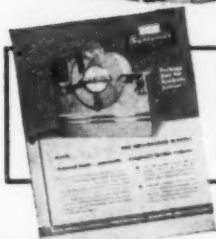
CLEANING

it's a fact...



the ***Syntomat***
**actually out-cleans any
 split-pocket machine
 in efficiency and quality!**

While others "fiddle around" to divide loads and to jog cylinder pockets into position, one man with the open pocket SYNTOMAT cleans and spots with ease 135 lbs. per hour. Yes, that's efficiency... And quality cleaning is a "natural" with a non-confining, open pocket cylinder.



**WRITE US FOR
 MORE DETAILS
 WITHOUT
 OBLIGATION!**

**SYNTOMAT MODELS — 45, 70 and 100 lb. Loads
 PETROLEUM UNITS:**

- ▶ PACKAGE MODELS: 45, 70 and 100 lb. Loads
- ▶ LARGER MODELS: 100, 175, 270 and 450 lb. Loads

FILTERS AND ALL AUXILIARY EQUIPMENT

WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N.Y.

PREMIUMS, ID CARDS, ETC.—continued from page 60

ball for every \$5 order. These balls came in a choice of two colors, orange or lime green. A luminescent appearance resembles the glow of reflecting tape. The balls are about 9 inches in diameter and are quite rugged.

Scotch Cleaners used 78 dozen balls in a period of three weeks. Retailing for a dollar, they cost Scotch 66 cents apiece.

This premium was for drycleaning only. Since most bundles ran over \$5, often amounting to \$7 or \$8, the premium cost on these 900 or more bundles actually was close to 10 percent. Because these bundles averaged more than twice the size of the plant bundle average as a whole, the extra volume in those bundles was obtained at a cost of less than 20 percent.

Of course, this disregards the total promotional value of the premiums. Two or three dozen of these balls were always on display in each drive-in booth or call office. These were massed in a chicken-wire hammock, up in a window where the sunlight could bring out that characteristic glow.

Many families came back for a second and a third ball. Often they requested a green ball because another child already had an orange one. There actually were enough requests for a third color to cause the Scotch management to seriously consider trying to add a third color when they use this particular premium again.

Timing is important

Although not an inflexible rule, a Scotch Cleaners' premium promotion usually runs three weeks. This gives a week for it to catch on, and two weeks good run before the novelty wears thin. (This three-week period is coming to be accepted among premium users in all types of merchandising businesses.—Editor)

This ball promotion typically was a bit slow catching on at first. Customers didn't appreciate the quality of the ball offered, until a few had tried it out and word got around that the ball really was a good one. Then the demand continued unabated to the end of the third week.

Scotch Cleaners, however, stuck to its policy of chopping a promotion off while it is still hot. The owners find this brings better acceptance when the same promotion is repeated. They also believe it is unwise to give customers the impression they have all the time in the world to take advantage of a premium promotion.

Seasonal promotions are good, says Archie Swan, provided the cleaner can

give something a little unusual. Otherwise he appears to be promoting the holiday just because everybody else is pushing it. During the week before Easter, Scotch Cleaners gave out huge Easter rabbits for every \$5 order. They were two-colored and would squeal when squeezed. These cost 60 cents each, and retailed for \$1 to \$1.25 in the stores. Sixty dozen were handed out in six days.

Although they strive to hold premium cost around 10 percent of the orders involved, exceptions are made under special circumstances. An example is the silver dollar special. This, of course, is not new with Scotch, but it proved a very effective shot-in-the-arm during a bleak and stormy three weeks in February.

A silver dollar was given for every \$5 drycleaning order received. And it was given on receipt of the order, not when called for. An unexpected angle to this was that some families forced out of work by the weather scrounged up all their spare clothes to bring in \$10 bundles, just so they could lay hands on a quick \$2. Over the three-week period, 800 silver dollars were dispensed. Topekans *knew* it was Scotch that put them on the silver standard for a month or so.

Civic participation

Sometimes a civic responsibility can be tied to a premium promotion. The Topeka business community has been getting behind the Topeka Reds baseball team, trying to put this minor league club on a solid footing. So Scotch Cleaners offered a free \$1 baseball ticket for every \$5 drycleaning order received. As an added inducement, because the Reds were bumping around in the cellar, the recipient of each ticket automatically was entered in a drawing for a four-door sedan.

Premiums are successful bait for the big orders that build Scotch's drycleaning bundle average. On the other hand, customer loyalty is encouraged by good drycleaning and by issuing personal identification cards. These latter are plastic, and measure 3½ by 1¾ inches. Names and addresses are embossed by a stamping machine in the plant.

Customers recognized as repeaters are asked if they'd care to have a Scotch identification card. There is no charge for this, and it assures the customer that the Scotch salesperson always has the name and address correctly on the ticket. If the customer accepts, the salesperson carefully makes out a request slip and checks

the name and address with the customer for accuracy. This card order goes into the plant, and at the end of the day a quantity of these cards are all embossed at once. Then, when the bundle is called for, or when a new order is brought in, the identification card will be waiting. Customers seldom refuse to have one made.

The customer keeps this tough plastic card, and presents it with each new bundle. Whereupon the clerk inserts the card in a stamping machine to record the name and address on a fresh invoice. The embossing is sharp enough to give two clear carbon copies under an original invoice. Then the attendant hands the ID card back to the customer, together with the receipt copy of the invoice.

Benefits of ID card

This identification card serves several purposes for Scotch Cleaners:

1. It does shorten the average time that customers spend on the premises, especially drive-in customers, although not so much as might seem likely at first glance. Actual mechanical time of writing names and addresses versus handling the card and machine is about the same. Savings in time come from reducing the human element. For instance...

2. Salespeople always get the full names and addresses and get them correct the first time. They don't have to ask a mumbling customer to repeat or to spell out difficult names. They don't try to guess, when they are embarrassed to ask because it's an old customer and they *should* know that name. And when they look for the order they do have confidence the name is J. K. Clement, not J. K. Lemmon.

3. The customer is prevented from hastily flinging down and running on, leaving no name and taking no receipt.

4. The cards create a "sense of obligation" to Scotch Cleaners. They involve no legal responsibility of any kind for either the customer or Scotch Cleaners, and have no credit implication whatever. Yet customers feel that if Scotch went to the trouble of fixing them a card, they really ought to deal with Scotch Cleaners.

5. These cards are *seen*, everywhere. Scotch's ID cards are canary yellow with red printing, and are visible for a city block when the light is right. Most customers keep them clipped on the sun visor of the car. Scotch provides the clip and recommends this practice so any member of the family will have the card handy

*keep
solvent
sparkling
clean...
get fresh
odor-free
garments*



with **EAGLE**



EAGLE-PICHER FILTER POWDER



Whether you use petroleum or synthetic dry cleaning solvent, you'll find that Eagle-Picher Filter Powder helps you do the best job. It will remove all insoluble soil and give you greater flow rates at lower operating pressures.

Eagle-Picher Filter Powder works well with activated carbon and is compatible with all standard type "sweeteners." It is supplied to you at maximum diatomite purity and efficiency. More and more operators find that its high clarity enables them to lower solvent inventory. Call your Eagle-Picher Filter Powder distributor *today*.

Since 1843



EAGLE-PICHER

Celatom Products Department

The Eagle-Picher Company, Dept. TNC-661, Cincinnati 1, Ohio

when leaving an order at Scotch Cleaners.

The usual practice is to insert the latest bundle receipt behind the card as a reminder to make the pickup. Nor can an impartial observer help comment about seeing these cards on sun visors all over Topeka—each one proclaiming loudly, "I'm a customer of Scotch Cleaners!"

What is it they say about testimonial advertising? # #

ADVERTISING CLINIC

Continued from page 48

What are the exceptions?

There are three kinds of headlines: (1) The kind we are discussing—and the most important—the *Benefit* headline. The others are: (2) the *News* headline, and (3) the *Curiosity* headline.

What's an example of a News headline?

"New Drapery Cleaning Process Guarantees Even Hems, No Shrinkage"

How about curiosity?

"How you can beautify your home for spring" or, "See Spring Come to Life in Your Home."

What happens when you use headline and illustration?

Then, let both tell the prospect why she should buy. Avoid showing a picture of a drape and saying in your headline: "Draperies Cleaned." Either the cut or the headline is superfluous.

How can I decide what the benefits are that I should put into the headline?

Easiest method devised is to make believe you are trying to solicit or sell a customer. What do you tell her to drive home the utility of the service you are trying to sell? That's the way to do it in your ads, too.

Yes, but then I'll have to think of clever ways of saying those things to get people interested in my ads.

Not true. It isn't the "clever" way in which a headline is written so much as it is the *pertinency* of what you say. We are not interested in amusing the customer with our ads; we want them to respond by coming down to our store with their cleaning.

Will you show me how I could have written a benefit headline if I send you samples of my ads?

Yes: Just address your samples to this department, c/o NATIONAL CLEANER, 466 Lexington Ave., New York 17, N. Y.

PART-TIMERS

Continued from page 46

tries on the chart are made on the plastic with grease pencil. These last can be rubbed off and changed frequently at a moment's notice, if necessary.

Data about each employee occupy a single horizontal line on the chart. Employees are grouped according to the branches they work in. If they shift to another branch, the data are shifted also. Therefore the first merit of the chart is that it shows instantly who is working at which branch.

In the first vertical column of the chart are store numbers. Each is noted once, opposite the name of the first employee listed in its group. This is the store manager. There is also a star inscribed after the name of the manager of each outlet. This star is shifted to whoever becomes responsible in a store when its regular manager is out sick or is on vacation. This emphasizes the fact that *someone is always accountable* in each outlet.

After each employee's name follows her or his timecard number and residence telephone number.

Who's where when

The heart of the chart is a span of vertical columns representing half-hour intervals between 7:00 a.m. and 9:00 p.m. Lines drawn across these columns after each name indicate the hours worked. Weekday assignments are in black grease pencil, Saturday hours are marked in red right under the black lines. Lunch hours are represented by breaks in the lines.

This visual record is particularly helpful because of variations in hours. For instance, a downtown store closes earlier than the rest. Also, when most Scotch stores stay open late in certain seasons, both the downtown branch and one other keep their customary closing hours.

The last three columns show: the total hours worked in any one day; the total hours worked in a week; and the change fund allotted each employee. The latter is usually \$50.

All this data could be kept in one's head, or in a notebook, comments Bill Wallace. But when a phone call interrupts with a store personnel problem, it is infinitely easier to cope with the problem when the big chart is right in front of you. Then you aren't trying simultaneously to recollect facts and make decisions.

"Keeping them unscrambled is half the battle," Bill insists, in using part-timers on a large scale. # #

THE ANALYST ANSWERS

Wool Jersey Shrinks

This new dress, never worn, was sent to us for pressing. It was barely steamed on a regular press but the customer says it shrank several inches each way. She bought the dress for \$65 and wishes to return it to the store with your analysis. —I. C., Tennessee

This is not an unusual problem. In fact, it has become so common that the National Institute of Drycleaning has published a bulletin (#FF-53) on the subject. The difficulty lies in the fact that shrinkage occurs, not in drycleaning, but when these garments are finished on a press.

It is unfortunate that manufacturers have not been able to stabilize these jersey knits, since finishing a garment is certainly a vital requirement for its serviceability. I am sure no customer would be interested in buying a garment that could not be finished or pressed if she were aware of this limitation. The drycleaner also has the right to expect that a garment will at least withstand steam without shrinkage.

There has been no mishandling in the finishing of this garment. The difficulty lies in the failing of the fabric itself. Unless the garment is labeled in such a manner that the cleaner as well as the customer can be forewarned of this limitation, we do not feel that he is responsible for shrinkage when it develops.

Sunfaded Coat

The customer claims that the prominent discoloration on the front of this camel's hair coat developed over the summer while it was in storage. Can you tell us what caused the discoloration?—A. C., Delaware

It is our opinion that the light discoloration on this garment is due to a loss of color which, in turn, has been caused by sunfading.

This coat was evidently hung during storage in such a manner that direct rays of the sun hit the affected areas. The straight-line pattern and the fact that the loss of color occurs only on one side of the fabric is typical of sunfading. Redyeing is the only means of restoration.

ASSOCIATION NEWS

New Canadian Institute President: K. R. Holt of New System Laundry and Cleaners Ltd., St. John, New Brunswick, has been elected president of the Canadian Research Institute of Launderers and Cleaners. For the past two years Mr. Holt has been president of the Atlantic region of the Canadian association.

#

New Illinois Organization: In Kankakee, Ill., drycleaning plantowners formed an organization to be known as Kankakee Valley Dry Cleaners' Association. The objective of the organization is to improve and perpetuate the drycleaning industry in the area.

Officers of the new group are: Ken Bertrand, president; William Lucas, vice-president; Milton Sherwood, secretary; and Harry Christopher, treasurer. The board of directors consists of

Ted Ball, Oscar Hubert and Len Delonais.

#

Niagara Men Discuss Ad Promotion: At a meeting of the Niagara District Drycleaners in Welland, Ont., members discussed various advertising and promotion programs. In addition they heard G. D. Peacock, manager of the *Evening Tribune* of Port Colborne, Ont., speak on this subject.

#

St. Louis Honors Past President: Dave Birenbaum, director and past president of the St. Louis Dry Cleaners Exchange, was presented with an inscribed gold watch at a recent membership meeting. The watch was presented for meritorious service to the organization, for his efforts in raising

the standards of the industry and creating a better public relations climate.

#

New Albuquerque Officers: The members of the Albuquerque (N. M.) Dry Cleaners Association recently elected new officers. The men taking office are: Tony Jackson, president; Jay Wyatt, vice-president; Paul Marby, secretary; James Brown, Walter Green, John Feely Jr., Ernest Manzanares and Theon C. Hap Tichenor.

#

Tri-City News: Oscar Howard, a fabric dye technician, and a past director of the National Institute of Drycleaning, spoke at a meeting of the Tri-City Professional Dry Cleaners Association in Granite City, Ill. His talk concerned fabrics and their characteristics.

N.I.D. ACTIVITIES

Guide for Drapery Complaints: At a recent meeting of the Better Business Bureau of Milwaukee, Albert E. Johnson, director of trade relations, NID, talked on "The Wear and Care of Drapery Fabrics." His talk called for an adjustment guide that would settle complaints quickly and amicably, and effectively reach a settlement when the cleaner or retailer readily admits responsibility.

Mr. Johnson suggested some standard reference or classification for identifying drapery fabrics in order to prevent their misuse. As an example of this he gave an outline for classifying drapery fabrics according to their ability to withstand exposure to sunlight. These classifications, he believes, should be based upon tests that would be developed by the American Society of Testing Materials or the American Association of Textile Chemists and Colorists.

The suggestions for drapery standards follows NID's National Fair Claims Adjustment Guide for Consumer Textile Products, recently developed.

The proposal has met with some sharp criticism and mixed points of view in the manufacturing trade.

Much of the criticism centered

around Mr. Johnson's proposed system of rating curtains and drapes according to their suitability for sunlight exposure. One executive declared flatly that "You can't tell a customer where to hang drapes." Many converters and manufacturers contended that variations of geography, angle of sun rays, color, etc., would pose such a complex problem as to make any guide or standard unworkable. Another executive claimed that since "we are in the color and decoration business, if 18 out of 19 colors in a particular line are not suitable to sunlight exposure we must still include them."

The last criticism noted seemed to be the basis for the general attitude of manufacturers. "We are selling fashion," one manufacturer said, "not concrete or metal. When customers start putting concrete and metal on their windows, then we will start talking about standards and guides."

This executive was also critical of what he called "a pre-occupation with long wear that has conspired to hurt our business."

Although it was believed that customers would not tolerate labels on exposed draperies, manufacturers tended to be more lenient toward Mr. Johnson's proposal for permanent

labeling to specify the renovation treatment recommended by the manufacturers and to establish the extent of liability.

Mr. Johnson also gained some support for his contention that a procedure should be developed to replace the fadeometer as an effective test for sunlight sensitivity.

Some sympathy was extended to drycleaners, conceded by many to be the scapegoats for adulterated and substandard quality in some draperies. Others charged that the damage in draperies was the fault of poorly educated drycleaners.

Criticism has generally been so strong toward Mr. Johnson's proposals that several mill associations have threatened members with dismissal if they participated in the program.

#

Study Group Completes NID Course: The Allegheny County (Pa.) Drycleaners Guild has inaugurated a study group program in coordination with a NID home-study course in Fibers and Fabrics. This nine-lesson course is a prerequisite for all other correspondence courses of the Institute.

There has been great enthusiasm



Protect your good reputation with

Tru Color

DYEING

REWEAVING

SUEDE & LEATHER CLEANING

You can depend on TRU COLOR for top quality, quick service by mail. Most orders shipped within 24 hours of receipt. Write for wholesale price list.



TRU COLOR DYE WORKS, Inc.
24-47 44th Street, Long Island City 3, N. Y.

for the program, and so far 13 students have received diplomas. They included seven plant owners and six plant employees who attended two-hour class sessions. Graduates were: Albert Rubenstein, Ronald Corbett and Carleton Potter, Crandall-McKenzie-Ruby's Cleaners; Angelo A. Cuda and Paul Wirant, Prosperity Cleaners; James and Robert V. LaRocca, Broadway Cleaners; Daniel B. Gribben, Edgewood Cleaning Company; Nevin J. Shogry, New Deal Cleaners; Howard Stoeck, Parco Cleaners; and Donald Williams, Campus Cleaners, all of Pittsburgh, and Angelo J. Martell and James A. Martell, Martell Cleaners in Large, Pa.

#

1960 Textile and Clothing Performance: The following tables were prepared by the NID laboratories where more than 22,000 textile performance problems were examined and analyzed. The major clothing failure is the dye on summer cotton dresses which fades in drycleaning solvents. Another common problem was the shredding of draperies when cleaned, due to sunlight weakening the fiber.

GARMENT ANALYSIS 1960

TOTAL PROBLEMS: 22,315

For Greater Profits At Lower Cost

Modernize With ECONO-VEYOR

Work saving overhead conveyor systems. . . for use in handling garments at the retail, distributor and manufacturing levels.

Regardless of the shape or size wanted, an ECONO-VEYOR system can be economically installed. The picture below shows the ECONO-VEYOR at work in a dry cleaning establishment as a call office storage rack.



WRITE TODAY FOR DETAILS
AND LOW LOW PRICES
ECONO Mfg. Co.
Dept. DL, CELINA, OHIO

Of these:

| | No. | Percentage |
|--------------------------------------|------|------------|
| A. Consumer Service | 8346 | 37.4 |
| B. Fabric Defects | 8050 | 36.0 |
| C. Faulty Drycleaning Plant Practice | 4588 | 20.6 |
| D. Unknown | 857 | 3.8 |
| E. Garment Construction | 407 | 1.8 |
| *F. New Problems | 67 | 0.3 |

* Not classified during year

Broken down another way, the figures show thus:

COMPLAINT

| | Consumer | Fabric | Drycleaner | Unknown | Total |
|-------------------------|----------|--------|------------|---------|-------|
| 1. Dimensional Change | 401 | 515 | 356 | 288 | 1560 |
| 2. Fabric Damage | 2451 | 2607 | 1104 | 137 | 6299 |
| 3. Finish Damage | 281 | 630 | 886 | 64 | 1861 |
| 4. Dye or Design Damage | 2076 | 4061 | 1061 | 194 | 7392 |
| 5. Stains | 3137 | 237 | 1161 | 174 | 4709 |
| 6. Labels | | | 20 | | 20 |

Garment Construction 407
New Problems 67

22,315

ATTRIBUTED TO:

Major items in each group were:

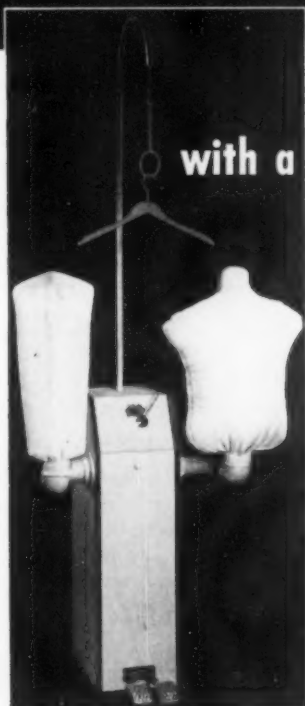
A. CONSUMER SERVICE

| | Number | % (of Group Problems) |
|---------------------------------|--------|-----------------------|
| 1. Cold Wave | 1139 | 13.6 |
| 2. Mineral Acids | 824 | 9.9 |
| 3. Caramelized Sugar | 717 | 8.6 |
| 4. Heat-Scorch-Fused | 585 | 7.0 |
| 5. Oxidized Oil | 442 | 5.3 |
| 6. Insect (Wool 327, other 100) | 427 | 5.1 |
| 7. Shrinkage | 380 | 4.6 |
| 8. Contact Dye | 345 | 4.1 |
| 9. Chloride (Silk) | 338 | 4.1 |
| 10. Finish Loss or Change | 281 | 3.4 |
| 11. Streaks in Drapes | 253 | 3.0 |
| 12. Mechanical Damage | 230 | 2.8 |
| 13. Bleaches | 181 | 2.2 |

Continued on page 80

**NOW—
roll sleeves
and puff
shoulders
twice as fast...**

(speed plant production)



with a

Cindy Lou finisher

Cindy Lou *speeds* plant production on the finishing line. Rolls sleeves perfectly—*twice as fast*—and puffs shoulders at the same time. And the secret—is *inside-out* finishing! Whether it's a coat, shirt or dress—with long or short sleeves—Cindy Lou rolls and finishes them perfectly to a natural, like-new appearance. There's no shine and no stretch regardless of fabric—or garment! For Cindy Lou finishes sweaters, blouses, dress tops, jackets and even wash 'n wear *perfectly* in the same easy way. It's easy to operate, compact and has its own air supply—the ideal machine for line or unit finishing. See or call your nearest United dealer today... or write us for further information on how you can *increase* plant production and profits with a Cindy Lou finisher!

This is the CINDY LOU combination finishing machine. Cindy Lou is also available as a single unit for sweaters and sleeves. Write for **FREE** literature!

VALVE MANUFACTURERS FOR OVER HALF A CENTURY

ANOTHER QUALITY PRODUCT FROM

UNITED

Department NL-6

UNITED BRASS WORKS, INC. • Randleman, N. C., Phone 7610

PRICE-A-DRAPE

by VANBAR

Dial the Price on
Price-A-Drape \$25.00
f.o.b.
Decatur, Ill.



NOW—A New Easy Way to Price
Drapery Cleaning per square foot.

Especially valuable for quoting drapery prices over the telephone. No interrupted conversation with your customer, you needn't even lay the phone down or pick up a pencil. Efficient and attractive for counter use. Takes all the time consuming figuring out of drapery charges. Only 7" x 9" counter space required.

VANBAR
COMPANY

519 N. Monroe St. Decatur, Illinois

ARE YOU RUNNING HALF A BUSINESS?

You are if you don't have a storage vault. What used to be a sideline has become a standard part of the drycleaning business—and a highly profitable one. Cleaners all over the country have proved that a good vault brings a higher return for each dollar invested than any other new equipment you can buy.

Haertel Vaultmaster packaged units give long years of economical, trouble-free service. They provide all necessary controls automatically: *humidity, temperature, fumigation and ventilation.*

Join the money-making Haertel parade. Write or call today.

**WALTER HAERTEL
COMPANY**

2840 FOURTH AVENUE SOUTH
MINNEAPOLIS 8, MINNESOTA

Continued from page 78

| | | |
|------------------------------|-----|-----|
| 14. Blood, Perspiration etc. | 141 | 1.7 |
| 15. Metallic Stains | 132 | 1.6 |
| 16. Perfumes | 114 | 1.4 |
| 17. Albumen | 103 | 1.2 |

TOTAL ITEMS IN GROUP: 8346

B. FABRIC SERVICEABILITY

| | Number | % (of Group Problems) |
|-----------------------------|--------|-----------------------|
| 1. Solvent Soluble Dye | 1204 | 15.0 |
| 2. Sun Tendered Drapes | 1093 | 13.6 |
| *3. Shrinkage | 666 | 8.3 |
| 4. Silk Splits | 661 | 8.2 |
| 5. Sun Fade | 647 | 8.0 |
| **6. Abrasion | 361 | 4.5 |
| 7. Disc. of Fluorescent Dye | 334 | 4.1 |
| 8. Fume Fade | 333 | 4.1 |
| 9. Acid Color Change | 242 | 3.0 |
| 10. Lacquer Prints | 211 | 2.6 |
| 11. Streaks—Silk Organdy | 207 | 2.6 |
| 12. Flock Prints | 189 | 2.3 |
| 13. Water Soluble Dye | 178 | 2.2 |
| 14. Low Strength | 176 | 2.2 |
| 15. Metallic Prints | 171 | 2.1 |
| 16. Dye Migration | 150 | 1.9 |
| 17. Light Sensitive Dyes | 143 | 1.8 |
| 18. Heat Stains (Dacron) | 137 | 1.7 |
| 19. Kodel Fading | 9 | 0.1 |

TOTAL ITEMS IN GROUP: 8050

* 227 of these were jersey garments

** nearly all were blue cottons

C. FAULTY DRYCLEANING PRACTICE

| | Number | % (of Group Problems) |
|--|--------|-----------------------|
| 1. Mechanical Damage | 893 | 19.5 |
| 2. Stains in Drycleaning | 484 | 10.6 |
| 3. Color Loss—Spotting and Prespotting | 477 | 10.4 |
| 4. Soil Redeposition | 276 | 6.0 |
| 5. Shrinkage | 212 | 4.6 |
| 6. Chafing | 194 | 4.2 |
| 7. Nap or Pile Distorted | 191 | 4.2 |
| 8. Non-Volatile Material—Stains | 189 | 4.1 |
| 9. Color Loss—Glass Fibers | 137 | 3.0 |
| 10. Loss of Pleats | 136 | 3.0 |
| 11. Delustered Acetate | 118 | 2.6 |
| 12. Loss of Plasticizer | 117 | 2.6 |
| 13. Stretching | 114 | 2.5 |

TOTAL ITEMS IN GROUP: 4588

D. UNKNOWN

| | Number | % (of Group Problems) |
|-------------------------|--------|-----------------------|
| 1. Shrinkage | 257 | 30.0 |
| 2. Color Loss or Change | 182 | 21.2 |
| 3. Misc. Stains | 174 | 20.3 |

TOTAL ITEMS IN GROUP: 857

E. GARMENT CONSTRUCTION

| | Number | % (of Group Problems) |
|----------------------------------|--------|-----------------------|
| 1. Button Damage | 147 | 36.1 |
| Nitrate—114 | | 28.0 |
| Adhesive Stain—17 | | 4.2 |
| Fugitive Dye—16 | | 3.9 |
| 2. Shoddy Interlining | 40 | 9.8 |
| (Car Coats) | | |
| 3. Rubber Lined Jackets | 39 | 9.6 |
| 4. Dress Shields | 37 | 9.1 |
| 5. Foam Rubber Stains | 32 | 7.9 |
| 6. Shrinkage of Built-In Linings | 23 | 5.7 |
| 7. Neoprene Coating | 21 | 5.2 |
| 8. Belts (Adhesive) | 15 | 3.7 |
| 9. Loss of Elasticity | 15 | 3.7 |
| 10. Sequins | 4 | — |
| 11. Belts (Plastic Back) | 3 | — |
| 12. Fires (Shoulder Pads) | 1 | — |

TOTAL ITEMS IN GROUP: 407

F. NEW PROBLEMS

| | Number | % (of Group Problems) |
|--------------------|--------|-----------------------|
| 1. Bleeding of Dye | 38 | 56.8 |
| (Fur Trim) | | |
| 2. Flocked Suede | 29 | 43.2 |

TOTAL ITEMS IN GROUP: 67

For Years It Was—"THE SPOTTING MANUAL"
TODAY IT'S
Modern Spotting

FOR THE DRYCLEANING INDUSTRY

Edited by Art Schuelke, editor THE NATIONAL CLEANER, 1955-1960
with contributions by Cort Antonson, Allan O. Fligor and
Laura Herrmann Porterfield

A MUST for every quality cleaner—
for immediate reading—for constant reference

CHAPTERS INCLUDE:

HISTORY AND DEVELOPMENT
SPOTTING TOOLS AND THEIR USE
FABRIC IDENTIFICATION
STAIN IDENTIFICATION
BASIC METHODS OF SOIL AND
STAIN REMOVAL
COMMON SPOTTING AGENTS
TEN CATEGORIES OF STAINS

HOW TO REMOVE SPECIFIC STAINS
CHARGED-SYSTEM SPOTTING
WETCLEANING
BLEACHES AND SIZINGS
CHEMICAL DEFINITIONS
SPOTTING DO'S AND DON'TS
SPOTTING QUIZ

SEND YOUR ORDER TODAY!

\$6 per copy

The National Cleaner
466 Lexington Avenue
New York 17, N. Y.

Please send copies at \$6 each of MODERN SPOTTING for which I am enclosing my
check or money order.

Name _____ Title _____
Company _____
Street _____
City _____ Zone _____ State _____

NEW PRODUCTS—continued from page 10



Mobile Coin-Op

The Laundromobile, a self-sufficient coin-op laundry on wheels manufactured by Automatic Service & Supply Company, is equipped with 20 Westinghouse laundromats and six stainless-steel driers. The unit also contains water softeners, water storage tanks, recirculating water pump, Laundry Maid detergent, bleach and starch dispenser, plus a change maker. The entire unit is mounted in a 40-foot trailer.

For more information: Automatic Service & Supply Company, Inc., 2701 E. Commerce St., San Antonio, Texas.



Shirt Formula Folder

A free shirt washing formula folder is available from Fry Brothers Company, makers of FryBro Formula 156. The folder contains charts and directions for washing white and light, heavily soiled shirts. It describes details of the washing cycle, with chart figures computed on the basis of 100-pound loads.

For a copy, write: Fry Brothers Company, 3600 Cardiff Ave., Cincinnati 9, Ohio.

YOUR REQUEST

For further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

Coin-op Uses New Fluid

It is claimed that the Standard Twin-Ette coin-op drycleaning machine will be adaptable for using the new Du Pont Valclene drycleaning fluid with only minor and inexpensive changes.

For further information: Standard, Inc., 1431-32 Donaghey Bldg., Little Rock, Ark.



Aerosol Sizing

Mimi Fabric Sizing, an aerosol sizing spray originally introduced as a home treatment to restore crispness without the usual starchy stiffness, is now being manufactured for professional use. The aerosol spray is said to have great time-saving value over dip sizing, and to be quite economical. It comes in 35-ounce cans, packaged six to a box.

For more information: Crisp Products, Inc., Warminster, Pa.



Delivery Body Brochure

A new illustrated delivery truck body brochure containing features, specifications and dimensional drawings is being offered. The body models described in the brochure are designed for use in the drycleaning and laundry industries.

For a copy write: Boyertown Auto Body Works, Boyertown, Pa.



Name Tapes

A new approach to marketing printed name tapes has been announced that permits the customer to fill out an order form at a drycleaning store and have the tapes sent directly to his home.

For more information: V. J. Giesler Co., Name Tape Division, 1000 Washington St., Boston 18, Mass.



Two-Way Radio

A new Slimline two-way FM mobile radio set is a single 15 watt unit that weighs only 8 pounds 10 ounces and is less than 5 inches high. Initially available only for 12 volt operation, the radio is equipped to reduce power consumption and battery drain in both receive and transmit conditions.

For more information: Aeronautical Electronics, Inc., P. O. Box 6527, Raleigh, N. C.



New Zipper Slider

The Snag-Pruf slider is said to virtually eliminate snagging of zipper mechanisms and tearing of fabrics. With a simple manipulation the slider can be

removed and replaced on the track again.

For more information: Pilling Chain Company, Inc., Providence, R. I.



Compact Coin Changers

The Clesco compact coin changers are made in eight models offering individual change for dimes, quarters and half-dollars, vending up to six coins electronically. Protective features are recessed locks and 1/4-inch welded steel cabinet. Capacities up to \$300 are available, and insurance coverage and burglar alarms are optional.

For more information: Clesco National Products, Inc., 249 W. Mitchell Ave., Cincinnati, Ohio.



Corrosion-Proof Hoses

A new line of steam hose assemblies has been developed by Resistoflex Corporation. The Fluoroflex-T Teflon hose is made from tetrafluoroethylene, and is covered with bronze braid. The sizes are 1/4 and 3/8 inch, and will be available with brass male pipe and steam flanges to fit all the standard laundry and cleaning machinery. These hose assemblies are rated at 250 pounds steam pressure.

For more information: Resistoflex Corporation, Roseland, N. J.

Solvent Temperature Control

The Benton Sol-Temp automatic solvent temperature control unit is already wired and piped and only needs to have solvent or perc and electricity supplied. The unit comes in a range of sizes that will handle the smallest filter up to 10,000 gallons per hour. Each unit is



Rinses more freely

The new active ingredient in Streetex rinses more freely in machine cleaning. The spray-spotted areas are leveled out perfectly, with no trace of discoloration, streaks or swales.

It "Charges the Charge"

Instead of contaminating the charged solvent, the Streetex rinsed from spray-spotted garments is valuable for imparting both detergent and anti-static properties to the charge.

**The NEW water-white Streetex
provides a crystal-clear and odorless
spray solution which penetrates
much faster for speed spotting.**

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, U.S.A.
55-356 COPYRIGHT 1961

run under load conditions similar to those it will operate under in the plant for at least eight hours before shipping.

For more information: Benton Sol-Temp Company, 2322 N. 12th Ave., Birmingham 4, Ala.



New Finishing Process

Beauty-Tex Test Kit (pat. pend.), a controlled finishing process, enables the drycleaner to measure and control

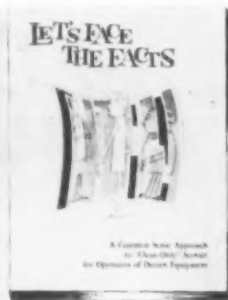
"charged" texturizing in the cleaning system, according to the manufacturer. Beauty-Tex contains a bacteriostat, Dex, which is said to resist odor-causing bacteria, moisture and crushing on the finished linens.

For more information: Signal Chemical Manufacturing Company, 5020 Richmond Road, Bedford, Ohio.

Starch Labels

Labels for the permanent designation of degrees of starch on shirts are now available from the National Marking Machine Company. The labels are 1/2 inch wide and 1-9/16 inches long, and are packaged 500 to a box. The labels read: Starch (black ink), No Starch (red ink), H Starch (green ink). Sample labels are available on request.

For further information: The National Marking Machine Company, 4026-30 Cherry St., Cincinnati 23, Ohio.



Clean-Only Pamphlet

A free 16-page pamphlet about clean-only service, called

"Let's Face the Facts," is being offered. It deals with such problems as proper orientation of work loads, proper equipment, operational and selling suggestions, personnel training and merchandising.

For copies write: Detrex Chemical Industries, Inc., P. O. Box 501, Detroit 32, Mich.

Stain Removal Method

"Laundry Stain Removal How-To Sheet No. L-7" details a new method for removing lipstick stains from washables right in the laundry washwheel. The procedure is described as suitable for use in both side-loading and open-end washers.

For further information: A. L. Wilson Chemical Co., Kearny, N. J.

LEGAL DECISIONS

By A. L. H. STREET

Rights Against Cleaner's Insurer

Can an insurer be liable on the garments of a cleaner's customers, although not directly liable to the cleaner?

A decision by the United States District Court at Little Rock reflects the law applicable to the insurance of garments received by cleaners, although the case dealt with the direct liability of a furrier's insurer to his storage patrons, where the insurance company was not liable to the furrier because of the latter's failure to comply with certain conditions of the policy. (*Aetna Insurance Co. v. Eisenberg*, 188 Federal Supplement, 415.)

The storage fee charged customers by the furrier covered an amount for insurance and the insurer knew that the furrier was widely advertising insurance coverage. Storage receipts given customers by the furrier stated that garments stored were covered by insurance. The policy required the furrier to maintain accurate records of storage receipts and to allow the insurance company to inspect his records at any reasonable time. The company's defense, that the furrier made false monthly statements to it concerning value of garments stored with him, was not available to the insurance company against the customers, and customers could sue on the policy without regard to the company's rights against the furrier.

Under the policy, customers storing garments with the furrier had an option, if they desired insurance, of securing a one-year floater insurance policy issued by Aetna and counter-

signed by their local agent, or of securing coverage under the Customers Basic Policy. In either event they received a storage receipt containing the following: "The furs, garments or property covered by this receipt are insured as stipulated below for \$____, under Blanket Policy Number _____, issued by the _____ Insurance Company." The name "Aetna" was written in the last blank except for a few instances where it was inadvertently omitted. This was done with Aetna's knowledge.

Among the conditions stipulated on the face of the receipt was: "At the request of the depositor and as part of the consideration for the charge set opposite each item listed below, the undersigned hereby agrees to effect for the benefit of the depositor, insurance on the articles listed in this receipt which shall, in terms usual to such insurance, cover against loss by fire and theft for the value set opposite each item, which value shall represent respectively the limit of liability for loss of or damage to the same."

The "value set opposite each item" was the value declared by the furrier's customer. The total declared value of all items stored, to be determined by the total of the deposit receipts outstanding, was to be reported by the furrier to Aetna at the end of each month. His premium was computed on the value as reported.

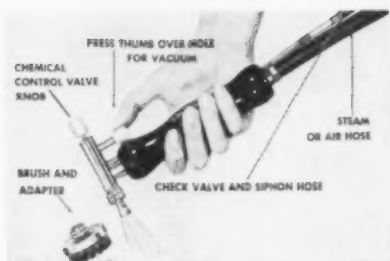
The Federal judge reasoned: Aetna had the primary interest and right to exact accurate reports from the furrier and it alone had the right to inspect his records. Only Aetna was interested in the total of declared value in stor-

age, for the individual customer was not interested in the values declared by other customers, and was in no position to know whether reports to Aetna were accurate, nor had he the right to inspect records in order to know. Although the furrier may have been the agent for the customers in securing insurance coverage, it is apparent that the furrier and Aetna were engaged in a commercial venture for the profit of each, which the furrier widely advertised, with the consent of Aetna. It is further apparent that the furrier was a soliciting agent for Aetna as to the individual floater policies and was close to being, if indeed he was not, the agent of the insurance company under the basic policy. Having regard for all of the facts and circumstances and to the course of dealings between these parties over a period of 24 years, the contract between Aetna and the furrier was distinct and separate from that created between the furrier's customers and the insurance company by the issuance of the storage receipt authorized by the policy and the payment by the customer of the storage fee which included the insurance premium.

In "Legal Decisions for the Dry-cleaner," by A. L. H. Street, problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Dry-cleaner" is available at \$2.00 per copy from:

THE NATIONAL CLEANER
466 Lexington Ave.
New York 17, N. Y.



NEW IMPROVED SPRAY SPOTTING GUN

With Chemical
Control Valve
Knob.

Only \$13.95

Designed for both pre-spotting and spray spotting, this new moisture control gun operates on air or steam. Adaptable to any spotting board. Pre-heats spotting solution for double cleaning power. Check valve keeps gun primed for fast action. Use for regular spotting or as a pre-spotter. Ideal for sizing and water proofing.

Adapter and Brush...\$2.25 Replacement Brush 1 3/4" x 5/16"...\$1.70

Deluxe Water Spray Gun Only \$8.50

All brass, nickel plated, non-corrosive, with improved no-drip spray. Simple, trouble-free design and construction. Attaches direct to water line or steam condenser. Replacement hose with suspension spring, only \$2.25

Expansion CAR RACK Only \$6.95

Full 6" expansion to fit any car width. No springs to weaken or break. Supports any normal load. Protects upholstery. Ideal for automobile vacation trips... saves pressing, pays for itself.



STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping

\$79.50

Replacement Liner
\$4.95

ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown

\$45.00

With stand add\$16.50

Scale alone\$22.50

Basket alone\$24.00



Send for 1961 Catalog.

**Sold by Drycleaning & Laundry Jobbers
Throughout the World.**

NEWHOUSE SPECIALTY CO. INC., 3827 San Fernando Road, Glendale 4, Calif.

PEOPLE AND PLACES

southwest

C. H. Remme has purchased Mercury Cleaners, 1886 Harbor Blvd., Costa Mesa, Calif., from P. A. Gagna, and overhauled the drycleaning plant.

Stephen Jerrick has established Western Cleaners, 130 S. Yosemite Ave., Oakdale, Calif.

Mr. and Mrs. Dene Nesser have purchased the drycleaning establishment formerly operated by Tony Herzog and Gene Fleming, in Spearville, Kans. It will be operated as D and C Cleaners.

Jaguar One Hour Martinizing Cleaners has been opened in the Gardenland Shopping Center, Euclid and Katella, Garden Grove, Calif., by E. F. Wilson and E. T. Pickard.

Jack Kelly, owner of Kelly's Cleaning Centre, 11024 Chandler, Los Angeles, Calif., recently observed his 35th anniversary with an open house at his remodeled and redecorated plant.

Garnett Lewis Cleaners, 907 W. 12th St., Austin, Tex., operated by Garnett Lewis, has added a storage vault.

A request by Kenneth Rogers to establish a drycleaning plant at 380 Redwood Highway, Novato, Calif., has been approved by the Planning Commission.

A storage vault has been added by Frank C. Grindstaff at Grindstaff Cleaners, 1732 S. Boston, Tulsa, Okla.

Mr. and Mrs. Lou Davis have opened Hy-Lite Cleaners, 1304 S. Pacific Coast Highway, Redondo Beach, Calif.

Swanson's Cleaners has leased space in the Roseville (Calif.) Square Shopping Center, now under construction at Douglas St. near U. S. Highway 40.

Palos Verdes (Calif.) One Hour Martinizing Cleaners has been opened by Victor Scapa in the Palos Verdes Shopping Center, Indian Peak & Hawthorne Rds.

Walter L. Spencer is the new owner of Dan-Dee Cleaners,

5468 Bond St., Oakland, Calif., formerly Serv-Best Cleaners. Mr. Spencer recently was manager of Alaska Cleaners, Fourth and Barrow, Anchorage, Alaska.

B-Square City Dry Cleaners, 920 Main St., Delano, Calif., has been purchased by J. R. Wren and F. M. Pace from Charlie B. Greene. The new owners were previous employees of the firm.

Tex Erwin has announced the opening of a new drycleaning establishment at 1331 Highway 101, Del Mar, Calif.

Pete and Margie Williams have established Sharp Cleaners in the Ayoub Bldg. on 11th St., Reedley, Calif.

Arcata (Calif.) Cleaners, owned by Ben Vargas and located at 766 Ninth St. for 35 years, has been moved to new quarters at 932 H St.

The grand opening of Belfair Cleaners, 5211 Hollywood Blvd., Los Angeles, Calif., launched a celebration at all its outlets, owner Louis Katz announced. The Belfair system has grown within three years from its original location at 1109 N. Western Ave. to 10 drycleaning and laundry units.

Raymond Craite and William Mitchell, owners of La France Cleaners, Garden Grove, Calif., have purchased The Country Store, drycleaning, laundry and shoe repair outlet in Yorba Linda, from Mr. and Mrs. Bill Hutton.

The fifteenth anniversary of Acme Cleaners and Dyers, 1131 South St., Long Beach, Calif., was celebrated recently by Mr. and Mrs. O. Stone.

J. P. One Hour Martinizing Cleaners has been opened in the Hunter Shopping Center, Roy, Utah, by James E. Patterson.

Goodwork Cleaners was among the firms participating in the grand opening celebration at the new 16-store Roscoe Shopping Center, Roscoe Blvd. & Noble Ave., Van Nuys, Calif.

A permit to allow Rod L. Rodriggs to establish a coin-operated drycleaning plant in the Vineyard Shopping Center, Livemore, Calif., has been approved by the Planning Commission.

Mercury Cleaners-Laundry, 10613 W. Pico, Los Angeles, Calif., has been opened by Harry Fialkoff.

NEW and Exclusively for YOU!

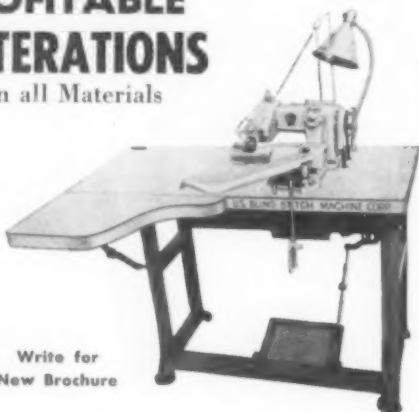
U. S. Model
718-2

Blind Stitch Machine

For FAST,
PROFITABLE
ALTERATIONS

on all Materials

HEMMING
Dresses
Skirts
Coat Bottoms
Linings
Sleeves
Cuffs
Etc., etc., etc.



Write for
New Brochure



Service centers in all principal cities

U. S. BLIND STITCH MACHINE CORP.
231 West 29th St., New York 1, N. Y. LAck. 4-9144

Mary and Joe Currier, operators of 4-Star Cleaners at 2508 W. Beverly Blvd., Montebello, Calif., have opened a unit in the Arcade at the Mart, which will be managed by Mrs. Currier.

One Hour Martinizing Cleaners, 3275 S. 2300 East, Salt Lake City, Utah, has been opened by Robert Brewster.

north central

Paul and Jim Farrow are the new owners of the former Bender's Cleaners, 118 E. Main St., Lancaster, Ohio. The firm will now be operated as Farrow's Laundry.

Lee's Cleaners, Millington, Mich., has been purchased by Mr. and Mrs. Bill Lurvey from Mr. and Mrs. Lee Nielson. The new owners will operate as Millington Cleaners.

Guests at the grand opening of Myers Dry Cleaning and Laundry Village, Greencastle, Ind., were shown the new coin-operated drycleaning equipment recently installed by Russell Myers and his son, John.

Raymond DuPre has sold his controlling interest in Unique

Cleaners, 1205 Washington St., Waterloo, Iowa, to Andre and DeLoma La Fontaine, who have been operating the business since June 1960.

Gary Agre has purchased Veum's Cleaners, Appleton, Minn., from Alden Veum.

Fast One-Hour Dry Cleaners owned by John Jacobsen and Leroy Hopkins, has leased space in a building at 4528 Main St., Kansas City, Mo.

Tuchman Cleaners & Launderers, owned by Fred and Sid Tuchman, has announced the opening of its eleventh unit, in the Southern Plaza Shopping Center, Indianapolis, Ind.

Carter's Drive-In Cleaners, Flora, Ill., owned by Mrs. Frederick Carter and her son, Charles, has been sold to Bill Seelman, a former employee, and Bill Chaney, operator of Chaney Cleaners. The firm will be known as Bill's Cleaners.

Glasford (Ill.) Cleaners has been purchased by James Thompson.

The new owners of Band Box Cleaners, 510 S. State St., Belvidere, Ill., are Mr. and Mrs. William Prince, who purchased the firm from Eldon Barr.

REMOVE
BLOOD STAINS
FAST...WITH



The Original
BLOOD-MUV
A MOCO PRODUCT

Eliminate double handling, remove blood, discharge and protein stains faster than ever with Blood-Muv. This water soluble, liquid preparation acts instantaneously, faster than digestive agents and with complete safety when used as directed. Works equally well on fresh or set stains. Cut your costs, do a better cleaning job. Use the original Blood-Muv.

Pints at \$2.50, Quarts at \$4.00, Gallons at \$12.00.

Blood-Muv is available through your distributor.
Write for details.

PACKAGE CHEMICAL CO., INC.
218 W. First St., Boston 27, Mass.

Ken Ernesti has added a storage vault at Buffalo (Minn.) Dry Cleaners.

Hampton Cleaners and Laundry, St. Louis, Mo., has opened a branch in Grandview Plaza. The firm now has 55 stores in the metropolitan area.

One Hour Martinizing Cleaners has been operated at Bluffton Rd. and Brooklyn Ave., Fort Wayne, Ind., by Paul Martin and Horace Clark.

Walter March has added a storage vault at Sudden Service Cleaners, 126 S. Eighth St., Columbia, Mo.

A coin-operated drycleaning and laundry establishment has been opened on First Ave., Perry, Iowa, by William Kelleher.

Kirk's, suede and leather refinishers for more than 30 years, and Adelman Glove Cleaners, both of Chicago, Ill., have announced a merger, with all processing to be done at the Kirk plant at 1731 W. Fulton St.

Togger Dry Cleaners, 109 Second St., N. E., Pipestone, Minn., has been purchased by Mr. and Mrs. William C. Pantek from Mr. and Mrs. Wilford Butman.

Coin-operated drycleaning equipment has been added at Fox Cleaners, Inc., 4333 N. Main St., Dayton, Ohio.

Glenn George, owner of One-Hour Swan Cleaners at Northbend Plaza, Greensburg, Ind., has opened another location in Edinburg.

Delmar Griebel, Jr., operator of Delmar Cleaners, 1707 65th St., Kenosha, Wis., has opened Delmar Coin Laundry at 14th Ave. and 50th St.

One Hour Martinizing Cleaners has been opened at 1105 Seventh St., N. W., Rochester, Minn., by John Woodhams.

North Hudson Cleaners has been opened at 407 Wisconsin St., N., Hudson, Wis., by Alvin Larson.

An open house was held recently by Mr. and Mrs. Norman Childers for the public to inspect the new Dallas City (Ill.) Cleaners.

A storage vault has been added at Claire's Cleaners, Grinnell, Iowa.

DuPage Cleaners is among the tenants to occupy space in the new Eastgate Shopping Center, Lombard, Ill.

Lee Hamilton has filed a business certificate for Superior Cleaners at 3124 Oakland and 1740 W. Main, Kalamazoo, Mich.

B-M Cleaners has been moved from 10028 Kedzie, Oak Lawn, Ill., into quarters three times as large at 10020 S. Kedzie.

Tolson Cleaners, Inc., 379 S. Schuyler Ave., Kansas, Ill., is celebrating its 75th year in the drycleaning business. Charles Engel and his son, Paul, are the present owners.

An open house was held recently at the new main office and plant of Ziker Cleaners & Launderers, 251 E. Sample St., South Bend, Ind. Joe Ziker is president and Morton Ziker vice-president and general manager of the firm, which operates 13 branch stores in South Bend and Mishawaka.

Byron Begley has established Waterloo (Iowa) One Hour Martinizing Cleaners, 118 E. Fifth St.

Trim-N-Tidy Cleaners, East Troy, Wis., held an open house recently to demonstrate new equipment.

southeast

Bob Hawkins has purchased and completely remodeled Perkins Cleaners, Cotton Plant, Ark.

Mark Daniels has opened a new drycleaning plant at 2314 W. Linebaugh Ave., Tampa, Fla., with a pickup station at 7301 Florida Ave.

The twentieth anniversary of DeLuxe Cleaners & Laundry, West Columbia, S. C., was recently celebrated. C. M. White, owner of DeLuxe, is an NID director.

Roy O. Smith has added a storage vault at Superior Cleaners, 306 W. Windsor St., Monroe, N. C.

One Hour Martinizing Cleaners, 702 Metairie Rd., Metairie, La., has been established by Stanley McKenzie, John C. Camp, Mary Walsh and Harold Stdzier.

French Benzol Cleaners and Laundry has opened its 125th store, at the Miami (Fla.) Gardens Shopping Plaza.

Ormeewood (Ga.) Cleaners, 712 Moreland Ave., S. E., owned by Charles Cook, has added new equipment.

Melvin Willoughby has purchased the interest of his brother, Robert, in Lewisburg (Tenn.) Dry Cleaners.

Warneke Cleaners, Aiken, S. C., has installed a new boiler and call office conveyor system.

Quality Cleaners, 325 W. Lincoln, Tullahoma, Tenn., has added a storage vault.

Lewis One Hour Martinizing Cleaners, owned by Horace and Ralph Lewis, Manchester, Tenn., held a grand opening celebration recently in a newly renovated building on McLean St. Horace previously operated Lewis Cleaners.

Sparrow Cleaners, Butler, Ala., has installed new equipment.

William Kenton has purchased Paris (Ky.) One Hour Cleaners, Fifth and Main Sts., from Murray Ferguson, Jones Kerr and William Wheat. Mr. Kenton formerly was a partner with Emil Rains in Paris Laundry and Dry Cleaners, which they sold to Joe and Larry Shriver some months ago.

Bristol (Va.) Cleaners has been opened in a new location at 1233 W. State St. The new drive-in plant, owned by C. D.

Newman, features a night depository.

E. A. Shoemaker, president of Cinderella Cleaners and Launderers, Inc., Richmond, Va., has announced plans to install coin-operated drycleaning machines at the new coin-operated laundry the firm is planning for the Circle Shopping Center now under construction, and at other Cinderella locations.

Lexington (N. C.) One Hour Martinizing Cleaners has been opened on E. Center St.

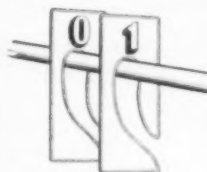
A storage vault has been added at Old Hickory (Tenn.) Cleaners.

One Hour Fashion Award Dry Cleaners is among the tenants of the new Eastgate Shopping Center, Louisville and DeSiard, Monroe, La.

northeast

Milton Kinstler has added a storage vault at Hartford Cleaners, 28 Church St., Willimantic, Conn.

Runnemedede (N. J.) One Hour Martinizing Cleaners has been opened in the Food Fair Shopping Center, 99 S. Black Horse Pike, by Paul Kaplan.



KD RACK DIVIDERS

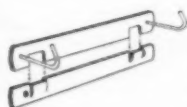
3 3/4" x 9 5/16" overall. Oversize 2 1/2" black shaded characters hot stamped on both sides of KD white plastic rack dividers. Flexible, will slip over garment racks with a simple twist, but will not fall off. Reinforced rolled edge assures longer life, better appearance. Easily cleaned with a damp cloth. In sets only:

Numbers 0-9 \$2.00 set
Alphabet A-Z \$6.50 set



GLAMOR HANGER

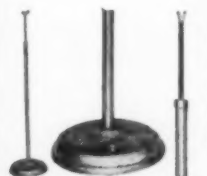
Beautiful, colored heavy gauge solid aluminum hangers. GLAMOR HANGER is scratch resistant and the hook is protected by a plastic tip. Ideal for special promotions — anniversaries, holidays, etc. Available in color-fast, anodized — Gold, Copper, Silver, Red, Blue and Green. Write for prices. Discounts on quantity orders.



KD BAG RACK

Eliminate lost items, gain greater counter output . . . promptly bag customers garments at your counter. KD BAG RACK is faster operating, easier to attach and remove bags. Bright nickel finish.

Price \$6.00 set
Counter Bags available in cotton, nylon, natural and color. Durable quality, 24" x 28", grommited with drawstring.



PORTABLE BAGGER

This light weight bagger requires only 1 sq. ft. of space and will hold up to 7 hangers . . . Triple action locking device holds raised rod securely at desired height. Foot release allows raised rod to drop instantly to a cushioned stop — quietly. Attractively finished in aluminum and light grey enamel.

Price \$20.85 each



THREAD RACK

32 spool capacity thread rack holds all standard spools and bobbins. Each spool is directly and instantly available. Heavy, rigid welded wire construction and bright nickel plate guarantee long life and attractive appearance. Flat design saves on scarce working area. For bench, wall, table edge mounting . . . or mount on board for portability.

Price Reduced to \$5.95



5 FT. PORTABLE GARMENT RACK

Use it everywhere . . . the KD Garment Rack has attractive appearance for your call office and strength for your plant. 63" high, heavy duty, mirror-chrome uprights and crossbars, baked black enamel finished cast fittings and sturdy swivel rubber casters. Shipped knocked down, easily assembled.

Price \$29.50 each
Other lengths, designs quoted on request.

ASK YOUR SUPPLIER ABOUT KD . . .

| | |
|---------------------------------|----------------------|
| KD Numbering Outfits | Brass Tags and Rings |
| Identification Tags and Systems | Rack Dividers |
| Flag Markers | Pin Straighteners |
| | Pin Set Transports |



79 14th St., Battle Creek, Michigan

Ze-GLOW

New Income FROM FUR CLEANING

Deliver furs with lustre and sheen restored. Give the finest care to furs, fur-like garments and cashmere. Complete starter kit, instructions, for professional job.

Consult your jobber only \$33

Ze products

Zimmerman Co. Cincinnati 19, O.



Send for FREE Illustrated Literature

Are You Turning Away Half Your Business Potential?

RELIABLE

DRY STORAGE * COLD STORAGE PACKAGE UNITS

Assure 100% profit return • Give you the edge on your stiffest competitors • Adaptable for every plant owner

RELIABLE MACHINE WORKS, INC.
231 EAGLE ST., BROOKLYN 22, N. Y.

A storage vault has been added at Thrifty Cleaners, 138 Mill St., Berlin, Conn., by Paul Redente.

Irving Weisbrod and Marvin Bocker have leased space in the soon-to-be constructed Heatherwood Shopping Center in Commack, N. Y., for the establishment of a second Walter's Cleaners.

Lustra Cleaners has been opened in the Star Shopping Center, 142 Nahatan St., Norwood, Mass. Lustra is a division of Kneeland Cleaners, Inc., of Boston.

Sonac One Hour Martinizing Cleaners has been opened at Merril St. & Wicks Rd., Brentwood, N. Y., by R. Sices.

James E. Rycroft is the new proprietor of Fairhaven Cleaners & Dyers, Inc., 27 Center St., Fairhaven, Mass. Mr. Rycroft purchased the business from Roland J. Teillere.

Morgan Cleaners, Bellevue, Pa., has been moved to a new location on Meade Ave.

Douglas Farra has announced the grand opening of a new coin-operated drycleaning establishment at 31 Center Ave.,

Midland Park, N. J. The concern, owned and operated by D B F, Inc., of which Mr. Farra is president, also provides regular drycleaning service.

Conrad J. Krajewski will open a drycleaning establishment and coin-operated laundry at 15 Hawley St., Northampton, Mass.

A storage vault has been added at Heights Cleaners, 1011 S. Main, Scranton, Pa.

New Method Cleaners has leased space in the shopping center now under construction on Amboy Rd., Eltingville, N.Y.

One Hour Martinizing Cleaners has been opened at 141 Main St., Gloucester, Mass., by Spiro P. Davis.

A drycleaning concern has been established on Circuit Ave., Oak Bluffs, Mass., by H. L. Butler.

northwest

Excel Dry Cleaners, Rudyard, Mont., has been opened by Bob Middlebrooks.

Mr. and Mrs. Weil held a grand opening recently for their new

Weil Cleaners, Stevensville, Mont.

Fred Houck has purchased Sunrise Cleaners, Cottage Grove, Ore., from Wally Forney.

Mr. and Mrs. L. R. Scott plan to open the Cleaning Village, St. Edward, Neb., featuring coin-operated drycleaning and laundry equipment.

Don and Thelma Riggs recently opened One Hour Martinizing Cleaners at 341 S. E. Baseline, Hillsboro, Ore.

Robert B. Sullivan and Thomas A. Roberts, Jr., have announced plans to open a coin-operated drycleaning establishment at 3205 Liberty Rd., S., Salem, Ore.

Johnny's Cleaners, Oswego, Ore., owned by Johnny Pitarresi, has been moved to a new shopping center on the south shore of Lake Oswego.

Merle McDermot has purchased Donaldson Cleaners, Salem, Ore., from Daryl Donaldson.

Walt's One Hour Martinizing Cleaners, 112 East & Canyon Rd., Tacoma, Wash., has been opened by Walter Stanger.

Canada

Enderby (B. C.) Dry Cleaners is now under the management of Herb Johnson.

More than 300 persons attended the grand opening of Morden (Man.) Dry Cleaners' fur storage vault.

Ian Douglas has assumed ownership of Alf's Cleaners and Laundry, Dryden, Ont., from Al Rivard.

William Motler is now with Lac du Bonnet (Man.) Dry Cleaners having purchased Stanley Rodzinski's interest.

D. A. Valeriotte will resume operation of Master Cleaners on Carden St., Guelph, Ont., which he had conducted for almost 25 years until August 1959.

Perth's Ltd., Estevan, Sask., plans to open a coin-operated drycleaning establishment on Main St.

City Centre Cleaners and Launderers Ltd., has been incorporated at Fort Nelson, B. C.

Indian Head (Sask.) Cleaners has added new finishing equipment.

**BEST
BUY!**

REMA
Dri-Vac
AIR VACUUM SYSTEMS

1. Save Steam and Fuel
2. Improve and Speed Finishing
3. Increase Press Capacity for Boilers
4. Precision Engineered — trouble-free Performance.

REMA CORPORATION • Norwalk, Conn.



OBITUARIES

Joseph C. Daily, 66, retired operator of Daily Dry Cleaning Company, Toledo, Ohio, died at his home recently. Surviving is his wife.

Isadore Finer, 58, owner of Finer Cleaners, College Hill, Ohio, died recently. He is survived by his wife.

Thornton F. Holder, 50, director of research, Diamond Alkali Company, Cleveland, Ohio, died recently following a heart attack. Mr. Holder joined Diamond as a patent counsel in March 1946, was later appointed research coordinator and patent counsel, and had served as the firm's director of research since 1956. A graduate of Wesleyan

University, Mr. Holder also earned an LL.B. from Fordham University. During World War II, he served as a Lieutenant Senior Grade in the U. S. Navy on special assignment to the Manhattan Atomic Energy Project. Surviving are his wife and two sons.

Harry Kraut, 81, owner of Harry Kraut Cleaners & Tailors, Chicago, Ill., died recently. Mr. Kraut was a member of Thomas J. Turner Masonic Lodge 409. Surviving are his wife and four daughters.

Waldo A. Neal, New England representative for Carman-Mitchell-Wing Company, Stoneham, Massachusetts, died recently. Mr. Neal was associated with the firm for many years.

Hubbard Smith Needham, Jr., 41, Southern zone manager, Bulk Soap Division, Procter & Gamble Distributing Company of Cincinnati, Ohio, died of hepatitis in Jacksonville, Florida, recently. Mr. Needham, who lived in Atlanta, was merchandising assistant in P&G's Cincinnati office for three years before moving there. He attended the University of Cincinnati, where he studied business administration. Survivors include his wife, mother, father, two daughters and a son.

annual CONVENTIONS

June 8, 9, 10 and 11—Southern Laundry & Cleaners Association, Gulf Hills Dude Ranch & Country Club, Ocean Springs, Mississippi.

June 16, 17 and 18—New Hampshire Laundry & Cleaners Association, Lake Tarleton Club, Pike.

June 21 and 22—North Carolina Association of Launderers and Cleaners, Inc., Jack Tar Hotel, Durham.

June 22, 23 and 24—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Glacier Park Lodge, East Glacier, Montana.

June 23, 24 and 25—Florida Institute of Laundering and Cleaning, Jack Tar Fort Harrison Hotel, Clearwater.

June 23, 24 and 25—Midwest Cleaners and Launderers Association, Jayhawk Hotel, Topeka, Kansas.

September 21, 22 and 23—New York State Launderers & Cleaners Association, Inc., Saranac Inn, Saranac Lake.

October 10, 11, 12, 13, 14 and 15—Laundry and Cleaners Allied Trades Association, Stardust Hotel, Las Vegas, Nevada.

November 3, 4 and 5—Ohio Drycleaning Association, Nationwide Inn, Columbus.

November 10, 11 and 12—Oregon State Drycleaners Association, Portland.

November 17, 18 and 19—Illinois State Drycleaners Association, Hotel Sherman, Chicago.

December 2 and 3—Wisconsin & Upper Michigan Drycleaning Institute, Inc., Pfister Hotel, Milwaukee.

GROSS STAR



TRIPL-SAFE GRID PLATE Masters ANY Fabric

The Grid Plate
that CAN'T
make a mistake

1. Perf. liner
2. Filter screen
3. Napped surface

| | |
|------------------|---------|
| under 46" | \$29.75 |
| over 46" | \$38.75 |
| mushroom | \$21.75 |
| from your jobber | |

GROSS STAR TRIPL-SAFE GRID PLATE

Patented

MFG. BY
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN
STEAM FILTER

A NEW Handbook! THE DRYCLEANER'S GUIDE TO SHIRT LAUNDERING

- How and When to get started • How to equip
- How to hire and train • How to produce
- How to inspect and package for repeat business

Only \$1 per copy. Send your order now for a step by step guide on how to get in shirt laundering now ... successfully.

THE NATIONAL CLEANER

466 Lexington Avenue, New York 17, N.Y.

POLAR BREEZ AIR COOLS and VENTILATES

10° TO 18° LESS THAN OUTSIDE
TEMPERATURES

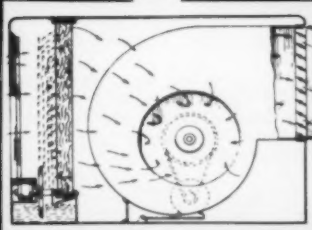
GUARANTEED! ECONOMICAL!



Draws in
100% fresh
air.

Roto-
Atomizer
washes,
cools and
cleans air.

Filter
removes ex-
cess moisture.



Cool crisp
air enters and cir-
culates free of
dust, smoke
and pollen.

AIR COOLING

ENGINEERING CO.

3812 N. Lawrence St., Phila. 40, Pa.

GET ALL
THE
FACTS
NOW!

Air Cooling Engineering Company
3812 N. Lawrence Street
Philadelphia 40, Pa.

Please send us information on Polar Breez Air Cooling for our
☐ Dry Cleaning Plant ☐ Laundry

Name _____ Company _____

Address _____ City _____ Zone _____ State _____

NATIONAL MARKET PLACE

Where buyers and sellers meet

15¢ a word for the first insertion and 12¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 20¢ a word, first insertion; 15¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.50 (new or repeat). Help Wanted and Situations Wanted ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion for same ad. Advertisement set in capitals or bold face type 15¢ a word, first insertion; 12¢ a word for subsequent, consecutive insertion. Minimum charge—\$1.50 (new or repeat).

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to The National Cleaner, 466 Lexington Avenue, New York 17, N. Y.

CLEANING PLANTS FOR SALE

For sale: modern drive-in drycleaning plant, western Illinois. First year volume \$20,000. Price \$12,500. ADDRESS: Box 9423, NATIONAL CLEANER. -2

For sale: very reasonable modern synthetic drycleaning plant. A-1 equipment. Downtown Atlanta. Good terms to responsible party. ADDRESS: Box 9416, NATIONAL CLEANER. -2

THREE MODERN CLEANING STORES—located 25 miles north of Boston. All stores have complete and latest cleaning equipment, conveyors, package plant. Will sell complete or separate, \$75,000-\$30,000-\$25,000. Established for years, doing good business, ill health forces sale. A. ROSENGARD & CO., REALTOR, 45 MERRIMACK STREET, LOWELL, MASSACHUSETTS. 9426-2

Texas Gulf Coast: Cleaning and laundry plant. Well established. 12 years same owner, same location. \$50,000 gross, long lease. Approximately \$20,000 handles, balance be financed. ADDRESS: Box 9398, THE NATIONAL CLEANER. -2

In west central Wisconsin, old-established, completely modern synthetic cleaning plant, main street industrial town of 40,000, across from hotel, \$1.75 base price, 1 rural route leased, 1 city route, 50% cash-and-carry, approximate volume \$35,000 gross, very low rent and labor cost. ADDRESS: Box 9440, NATIONAL CLEANER. -2

For sale or trade east Tennessee area. Drycleaning business, 1960 sales \$49,600. All cash-and-carry and phone calls. No real estate. Good location, long lease and low rent. \$5,000 cash required, balance on easy terms. Would consider farm acreage on balance. Owner has other business interests. ADDRESS: Box 9441, NATIONAL CLEANER. -2

Jacket and gloves cleaned, refinished. Hats cleaned and blocked. Drycleaning agency—ideal for couple. Reasonable. ADDRESS: Box 9445, NATIONAL CLEANER. -2

Drive-in solvent plant for sale. Same owner 15 years. Equipment, business and building. Over \$24,000 gross per year. New Mercury 50 lb. unit. Cash-and-carry. Top prices. ADDRESS: Box 9436, THE NATIONAL CLEANER. -2

EASTERN PENNSYLVANIA a profit-making solvent plant for sale, all cash-and-carry, established twenty years, equipment in first-class condition. Priced very reasonably. Reason for selling, poor health. ADDRESS: Box 9443, NATIONAL CLEANER. 9443-2

Wisconsin small cleaning plant. Wonderful opportunity for man with good character and credit references. Terms. ADDRESS: Box 9449, THE NATIONAL CLEANER. -2

Cleaning plant—solvent well established drive-in, over \$23,000 in 1960. Building and apartment, top prices. Cash and carry, good deal for couple. Michigan. ADDRESS: Box 9450, THE NATIONAL CLEANER. -2

Small Hoffman plant ideal for couple \$4,500 terms or will lease with option. Fort Pierce Cleaners, 749 North Fourth St., Fort Pierce, Florida. 9447-2

For sale: complete drycleaning and laundry plant. Same location over 30 years. Located in a fast-growing central Florida city. One retail store, drive-in facilities. Two route salesman. Extra good labor. \$32,500. Terms. ADDRESS: Box 9460, THE NATIONAL CLEANER. -2

Drycleaning plant in city of 15,000 in Kansas doing about \$20,000 yearly. \$7,500 will handle. KASHFINDER, Wichita, Kansas. 9459-2

WHITE PLAINS NEW YORK: well equipped synthetic drycleaning plant. Ideal for couple or two partners. Cash and carry only. Reasonable. Retirement. ADDRESS: Box 9455, THE NATIONAL CLEANER. -2

Northern Arizona: complete solvent plant netting \$1000 per month. Gross for 1960 \$28,000. Priced only \$14,000, one-half down, balance on terms, or \$13,500 cash. Ideal location. Wonderful year-round climate. A top money maker opportunity for man and wife. Other interests. ADDRESS: Box 9458, THE NATIONAL CLEANER. -2

HELP WANTED

Manager for quality petroleum plant, Los Angeles area. Must have knowledge of spotting, production methods and controls. Must be capable of training personnel. Excellent opportunity for a talented young man. State references and approximate starting salary desired. ADDRESS: Box 9420, NATIONAL CLEANER. -7

Machinery and building maintenance superintendent. Also assistant production superintendent with sufficient initiative and potential to justify becoming top man later. First-class retail laundry drycleaning organization central Connecticut, operating routes, drive-ins, and coin-ops. M E degree desirable for engineer's position. State the reasons you think qualify you for one or the other position, and desired salary. ADDRESS: Box 9438, NATIONAL CLEANER. -7

SITUATIONS WANTED

DRYCLEANING MANAGER position wanted. Have large experience in all phases of production. Prefer only large size plants in New York City or New Jersey. ADDRESS: Box 9408, THE NATIONAL CLEANER. -5

Manager's position wanted. Will accept cleaner-spotter in medium-sized plant, with washer-extractor unit, if offer is right. Family man, sober, dependable, honest. Would like management in package plant. ADDRESS: Box 9308, THE NATIONAL CLEANER. -5

Synthetic package plant manager seeking supervisory position. Would consider allied trades. Young family man. Graduate of NID, both courses. Prefer New York vicinity. Consider other areas. ADDRESS: Box 9451, THE NATIONAL CLEANER. -5

Experienced cleaner, spotter and manager desires to locate in Arizona, Nevada or California. Able to manage and train help, also have supervised laundry operations. 40 years of age, family man, and sober. Best of references. ADDRESS: Box 9452, THE NATIONAL CLEANER. -5

Young family man with 8 years executive experience in the textile maintenance industry. Korean vet, ex-navy flier, 2 years college and NID graduate of both courses. Desires position in coin-op industry. Will travel. ADDRESS: Box 9453, THE NATIONAL CLEANER. -5

American citizen, 28 years of age, single, educated in Europe, speak English, German and French. Graduate of NID. In the drycleaning industry for the last 6 years, would like position with American company in Europe. Preferably stationed in Switzerland. Please write P. G., 509 San Vicente Blvd., Santa Monica, Calif. 9454-5

General manager interested in locating in Southwest. Thoroughly qualified in all phases of plant operation plus accounting, costs, incentives and management reports. ADDRESS: Box 9435, THE NATIONAL CLEANER. -5

Drycleaner and laundryman, 25 years Florida experience. C. C. Lattner, 1800 Boston Ave., Fort Pierce, Florida. 9448-5

Manager's position wanted—small to medium sized plant, run down plant preferred. Transportation must be paid. Highest character. Sober, family man. 23 years experience, will tryout six months if desired. ADDRESS: Box 9456, THE NATIONAL CLEANER. -5

SALESMEN - DISTRIBUTORS WANTED

AAA rated company with exclusive cleaning process requires technical salesmen—Ohio - Neb. - Iowa - Minn. - Wis. - Syracuse - Buffalo - Conn. - Mass. - N. J. - Ga. - Pa. - Wash., D. C. Supervisory positions open. Must know petroleum and synthetic equipment thoroughly. **ADDRESS:** Box 9446, **THE NATIONAL CLEANER.** -14

DRYCLEANING EQUIPMENT SALESMAN 22 NEEDED IMMEDIATELY: career opportunity with the world's leading manufacturer of drycleaning machinery. Top income producing territories open. Send resume to **AMERICAN PERMAC, INC.,** 1569 Merrick Rd., Merrick, L. I., N. Y. 9457-14

SEWING ROOM SUPPLIES

3 DOZEN pairs **ELBOWPATCHES** suede leather seconds \$5.00. 100 trousersippers \$8.50—save real money—order trimmings from **NASSAU NOTIONHOUSE,** Nassau, New York—free price list. 9393-42

REWEAVING

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. **American Textile Weaving Co.,** 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART,** work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. **MONEY BACK GUARANTEE.** **CINCINNATI REPAIR SERVICE,** 125 West 5th Street, Cincinnati 2, Ohio. 6066-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. **OR,** do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to **Wonder Weavers,** established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3898-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your job to **"BERGER DAMAGE REWEAVING COMPANY,"** 765 Madison Avenue, New York 21, N. Y. 5966-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. **R. M. WEISSERT,** 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Send garment for estimate or ask for **Sales Kit.** **WEAVE MASTERS,** 125 West 5th Street, Cincinnati 2, Ohio.

REWEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

MERCHANDISE FOR SALE

Nylon laundry nets 24" x 36" only \$13.50 per dozen, hanky nets \$3.95 per dozen, 18" x 30" nets \$8.95 per dozen. Write **L. S. Supply Company,** 211-57 18th Avenue, Bayside 60, N. Y. 9340-45

SOLVINK—a product continuing to serve the drycleaning and laundry industries for 30 years, tried and tested throughout the U. S. and Canada, has to be good. This is the story of **SOLVINK.** Removes **INK, PAINT, BLOOD and RUST** stains from colored and white fabrics, 8-ounce, pint, quart or gallon. Order today from your jobbers or from **Greenville Chemical Co.,** Greenville, S. Car. U. S. A. 9305-45

MISCELLANEOUS

WEDDING GOWNS expertly cleaned and processed for storage. Hermetically sealed in beautiful chest. Liberal discount. Retail price \$25 and up. **Carwile's Custom Cleaners,** 1725 Madison Avenue, Memphis 4, Tenn. 8788-8

MISCELLANEOUS (Cont'd)

INCREASE ROUTE SALES with monthly laundry and drycleaner **ROUTE-MAN** magazine. Sample free. **R. A. Palket Co.,** Box 233, Pittsburgh 30, Pa. 9424-8

PUT IT

on the Record

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay.

NO. 39 DRYCLEANERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries). Durable bound in heavy duck with leather covers \$ 6.00

No. 39 JUNIOR RECORD BOOK—48 Pages (1,200 entries). Board covers, marbled binding 1.50

LOOSE LEAF SHEETS:

| | | |
|------------|------|-------|
| ALL PRICES | 100 | 2.50 |
| PREPAID | 250 | 5.00 |
| | 500 | 9.00 |
| | 1000 | 15.00 |

Send orders with remittance to:

THE NATIONAL CLEANER

466 Lexington Avenue, New York 17, N. Y.

MACHINERY FOR SALE

Two-roll, 100" and 120" **AMERICAN** and C/L RETURN FEED IRONERS MECHANICALLY EQUAL TO NEW. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

42 x 84" **AMERICAN MASTER CASCADE** double end driven Monel metal washers, two-compartment two door cylinders, motor-driven. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

FOR SALE: 1 MEHL new type air-operated plastic bag-making machine. Contact Downtown Cleaners, Sanford, Florida. 9402-4

WILLIAMS will pay highest prices for complete drycleaning plants. **ALSO** have available complete line of new and up-to-date rebuilt drycleaning equipment. **WRITE, WIRE** or **CALL** for your machinery needs at low—low—prices! **WILLIAMS** Laundry Machinery Co., 37-37 9th St., Long Island City 1, N. Y. Stillwell 6-6666.

1 National power marking machine and stand model B40, 8 Character, foot pedal trip, large type, good condition. Any fair offer will take it—created F.O.B. Cleveland, Ohio. **ADDRESS: Box 9415 NATIONAL CLEANER.** -4

45 lb. Hoffman Stoddard washer-motor and pump, belt-driven. 1—1200 GPH Hoffman filter. 1 Hoffman tumbler, 2 spotting boards, 2 Hoffman X presses, 2 single puff irons, 1 Cissell iron board and solenoid. Good working condition. Highest offer takes all. Crystal Cleaners, 25 W. Harvey St., Philadelphia, Penna. 9437-4

One Butler 120 lb. petroleum washer, extractor complete with 5,000-gallon filter, 200-gallon still, 3 dryers. Will finance. Total cost price of above equipment \$23,000. Selling price \$10,000 with small down payment. Call or write. Porco Cleaners, Mars, Penna. NA 5-1559. 9439-4

For sale: 1—Forse Body-Master shirt unit—complete. Reasonably priced. Economy Cleaners, 900 N. Union Street, Wilmington, Delaware. Olympia 5-5551. 9442-4

avoid costly errors!

Here's a manual
to help you correctly
identify, spot, clean
and finish fabrics.

"FABRIC FACTS"

The drycleaner's guide to better
processing and finishing of
these fabrics:

- ▶ cottons
- ▶ wools
- ▶ linens
- ▶ silks
- ▶ acetates
- ▶ Orlon-Dynel pile fabrics
- ▶ rayons
- ▶ thermoplastics

Only \$1 per copy

mail your order today!

THE NATIONAL CLEANER
466 Lexington Avenue,
New York 17, New York

BUSINESS SERVICE

DETROIT and suburbs on-location carpet, furniture cleaning and **DYE-ING**. **Phrescotte** 8-1680, **CARTER'S** Rug Cleaners, 27234 Ridgewood, Roseville, Michigan. 9310-10

GET MORE BUSINESS with attractive outdoor signs. They're easily made with Signcraft letters. Permanent. Inexpensive. Proven nation wide. Northland Products, Route 22-282, Rockland 38, Maine. 9378-10

Suits (double-breasted) made single, \$9.95. White Swan Cleaners & Tailors, P. O. Box 8083, Jackson, Miss. 8919-10

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

Wholesale professional dyers garments—rugs—draperies, etc. Suede and kid gloves—leather—suede jackets cleaned and refinished. Hats cleaned and blocked. Crouse-Wise Dyers Cleaners, 739 Lee Road, Orlando, Florida. 9444-10

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6040-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

SUEDE, LEATHER AND FUR SERVICE

Suede and Leather Specialists. "Lano-Lustre" process. Natural oils, color and softness restored. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—**Wardrobe Service, 2425 McGee, Kansas City, Missouri.** 8088-13

SUEDE AND LEATHER—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. **LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio.** "Members of the S.L.R.A." 7947-13

FROM OUT OF THE WEST, comes suede & leather work at its **BEST.** **RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE, 500 West Grand, Oklahoma City 2, Okla.** Member N.I.D. and S.L.R.A. 8901-13

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$4.00. Ship to **THE SUEDE KING, 1311 East State Street, Sharon, Pa.** 5234-13

FURS—cleaned, glazed, repaired, altered, and remodeled, by the famous **LANO LUSTRE** process. Guaranteed workmanship, fast service. Complete storage facilities. Send for complete price list and informational folder. **Wardrobe Service, 2425 McGee, Kansas City, Mo.** 9190-13

WORTH REPEATING

FROM OUT OF THE WEST, comes suede & leather work at its **BEST.** **RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE, 500 West Grand, Oklahoma City 2, Okla.** Member N.I.D. and S.L.R.A. 8901-13

WHOLESALE DYEING FOR THE TRADE

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee 160-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. Garments are deluxe, semi-finished, wrinkle free, soft, easy to press. Individual inspection of every garment assures satisfaction. Loeb's dye garments, draperies, slipcovers. 24-hour parcel post service. **SHIP TO LOEBL'S TODAY. LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 9406-12

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

BIG EXTRA PROFITS IN INVISIBLE REWEAVING! Do it yourself—in your own shop giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts **DISAPPEAR** from all clothing and fabrics. Famous original Fabricon professional method pays up to \$10 in an hour—**ALL PROFITS!** Write for **FREE** details. Fabricon. Dept. R R. 6238 Broadway, Chicago 40, Illinois 8398-15

INSTRUCTIONS IN TAILORING, REPAIRING, DESIGNING AND CUTTING on men's and women's garments. (3 Separate Books.) Free booklets describing these books sent on request. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 9278-15

LEARN REFAZE PATENTED PROCESS economize, improve work, save time simplifying spotting and avoiding washing. Advertising assistance if desired. Send \$3.00 for manual. **REFAZE CORPORATION, PRINCETON, ILLINOIS.** 9417-15

ADVERTISERS *in this issue*

| A | |
|--|-------|
| Adco, Inc. | 50-51 |
| Aeronautical Electronics, Inc. | 26-27 |
| Air Cooling Engineering Co. | 89 |
| Ald Inc. | 38 |
| American Cleaners Equipment Co. | 63 |
| American Mineral Spirits Co. | 55 |
| American Permac, Inc. | 5 |
| American Telephone & Telegraph Co.—Yellow Pages | 57 |
| Apco Oil Corp. | 70 |
| Armstrong Machine Works | 47 |
| Atlas Powder Co., Chemicals Division | 64-65 |

| B | |
|-------------------------|----|
| Behrstock Co., L. | 89 |
| Bishop Freeman Co. | 11 |

| C | |
|--|--------|
| Calco Products Co., Inc. | 17 |
| Chevrolet Division of General Motors | 6-7 |
| Cissell Manufacturing Co., Inc. W. M. | 19, 67 |
| Cook Machinery Co., Inc. | 53 |
| Crisp Products, Inc. | 45 |

| D | |
|---------------------------------------|-------|
| Davies-Young Soap Co., The | 1-4 |
| Detrex Chemical Industries, Inc. | 20-23 |
| Dodge Division of Chrysler Corp. | 42-43 |

| E | |
|--|----|
| Eagle-Picher Co. | 75 |
| Eaton Chemical & Dyestuff Co. | 41 |
| Econo Manufacturing Co. | 78 |
| Elco Products, Division of Weber Aircraft Corp. | 15 |

| F | |
|---------------------|-------|
| Ford Motor Co. | 68-69 |

| G | |
|------------------------|----|
| Glover Inc., Bill | 71 |

| H | |
|----------------------------------|-------|
| Haertel Company, Walter | 80 |
| Hoffman International Corp. | 32-33 |
| Hoyt Manufacturing Corp. | 49 |
| Huebsch Originators | 59 |

| J | |
|---------------------|-----------|
| Johns-Manville | 2nd Cover |

| K | |
|---------------------------|----|
| Keyes-Davis Co., The | 87 |

| M | |
|----------------------------------|-------|
| Manitowoc Engineering Corp. | 12-13 |

| N | |
|-----------------------------------|--------|
| National Cleaner, The | 81, 89 |
| Newhouse Specialty Co., Inc. | 85 |

| P | |
|--|-----------|
| Pabst Brewing Co., Industrial Products Div. | 18 |
| Package Chemical Co., Inc. | 86 |
| Pennsalt Chemicals Corp. | 37 |
| Pre-Marked Strip Tag Co. | 14 |
| Prosperity Co., The | 4th Cover |

| R | |
|-----------------------------------|----|
| Reliable Machine Works, Inc. | 88 |
| Rema Corporation | 88 |

| S | |
|--|-------|
| Sanitone Dry Cleaning Service, A Division of Emery Industries, Inc. | 31 |
| Stamford Chemical Co., The | 61 |
| Street & Co., Inc., R. R. | 9, 83 |

| T | |
|--------------------------------|----|
| Time Savers, Inc. | 35 |
| Tru Color Dye Works, Inc. | 78 |

| U | |
|---------------------------------------|----|
| United Brass Works, Inc. | 79 |
| U. S. Blind Stitch Machine Corp. | 86 |

| V | |
|-----------------|----|
| Vanbar Co. | 80 |

| W | |
|---------------------------------------|-----------|
| Washex Machinery Corp. | 73 |
| Wichita Precision Tool Co., Inc. | 25 |
| Wilson Chemical Co., A. L. | 3rd Cover |

| Z | |
|-----------------------------|----|
| Zimmerman Products Co. | 88 |

It's Called

"Wantedness"

MR. MANUFACTURER

... because that's the only way to describe the way progressive plant owners across the country feel about their monthly issue of THE NATIONAL CLEANER.

NATIONAL'S readers pay for this magazine because they want the business-building help each issue gives them in their daily operations.

And NATIONAL'S planned-ahead editorial approach insures this "wantedness" throughout the year ... for example, articles like these in this issue:

- **QUALITY IS MANY SIDED—Quality and efficiency combined in a small plant: a case history**
- **COIN-OP ROUNDUP—Grass-roots developments in coin-cleaning**
- **PRICE WAR IS NO ANTIDOTE in combating coin-cleaning**
- **PART-TIMERS UNSCRAMBLED—a how-to article on controlling the labor problem**

Advertising in The NATIONAL CLEANER is advertising in the industry's most wanted magazine ... and it's wanted by the big-volume, able-to-buy plants that you want to sell.

THE NATIONAL CLEANER

466 Lexington Ave.
New York 17, N. Y.
ORegon 9-4000

THE CUSTOMERS ALWAYS WRITE

An Explosive Issue?

To the Editor:

We would like to call your attention to an inadvertent mistake in your article, "Cleaning Co-Op Installed by Quality Plant," (pages 36 and 37) in your February issue, in which you say that the solvent in Mr. Webb's coin-op installation is frequently checked by a French paint company just down the road.

We at Atlas Powder are proud of our 40 years experience as experts in the purification of drycleaning solvents. To confuse Darco's experts with the employees of "that paint company" might mislead many people in the drycleaning industry. We would like your readers to know, therefore, that the solvent in Mr. Webb's installation is kept pure by premium Darco, and is checked regularly by Darco purification specialists. We can't imagine how that "other company" got into your article.

CHARLES E. McLAUGHLIN
Chemicals Advertising and
Sales Promotion Department
Atlas Powder Company
Wilmington, Del.

Eleven Years After

To the Editor:

It is with great pleasure that we have read you are the new editor. It seems only yesterday—yet it was 1950—when you visited Swan. I recall your telling me that you had not visited us the year before when you were in Columbus because you thought the operation might be a "flash in the pan" and that you questioned whether a decentralized operation like ours could be "held together."

Today we have 450 workers as compared to 140 in 1950; we have 32 units, instead of 15—27 package plants, one petroleum plant, two pick-up stores, a fur vault and a shirt laundry doing 50,000 shirts a week. By actual survey we do 36 percent of the business in this metropolitan area of 650,000 people. We have had a steady improvement in quality with increasing consumer acceptance of quick, quality cleaning. We have kept up to date and a little bit more. (We have three in our public relations department now.)

"Coming of age of package plants." I can recall no great excitement in the trade (except by a few magazine edi-

tors) about package plants. Certainly not the excitement generated by coin-op drycleaning. Today there are still large areas where people can't get quick, quality service.

Instead, through these years, we've still been reading and hearing about routes, call offices, drop stores. Even Dr. Lyle reveals this in her statement at the NID convention: "The majority of articles I saw cleaned in the coin-op drycleaning machines were articles that probably would not have been sent to the commercial drycleaner." (We say "take" or "bring") You should see the blue jeans, the factory women's slacks, etc., we clean on Saturdays especially.

Here is another statement showing difference in philosophy. Page 75 in same magazine—"Users feel unable to do without them long enough for a trip to the cleaner's." (At Swan you can get them done as fast as if you took them to the coin-op and spent an hour doing them. Same with wash-and-wear at home.)

As for your 1951 editorial—reprinted—how right you were in 1951. I hunted up your article written in 1950 about Swan and we are sending it out to all our folks again.

HELEN JONES REA
Director of Public Relations
Swan Super Cleaners
Columbus, Ohio

Helping Hand

To the Editor:

For the last few months now, I have been perusing your magazine. I have found it highly informative and educational as well.

I ventured to write to gather information and help from you concerning the possibility of my being an apprentice in any drycleaning establishment in the Southwestern part of the United States, preferably in California. I am aware that this is a great undertaking on your part, but I am also

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
The National Cleaner
466 Lexington Avenue
New York 17, N. Y.

aware of the American spirit of fair play and lending a helping hand to a fellow in distress. With this in view I trust you will help me to learn more of the drycleaning industry.

I am twenty-three years old, single, holder of Bachelor of Science in Commerce degree, presently on my sophomore year in the college of law, and the son of the owner of Ascot Dry Cleaning, Inc., one of the largest in Philippines.

I will highly appreciate your assistance in helping me realize my fondest dreams.

More power to you and your magazine.

CENEN COLLANTES
Ascot Dry Cleaning, Inc.
1001 Cordelaria, Sta. Mesa
Manila, Philippines

Prophet Without Profit

To the Editor:

I have just received reprint of your 1951 editorial concerning self-service drycleaning. I think this most remarkable. Definitely putting you in the same park as Nostradamus [sixteenth century astrologer famed for prophecy—Ed.] Too bad you did not capitalize on this "hunch"—you would have had a real jump on everybody else.

ROGER N. CONGER, President
Hammond Laundry-Cleaning
Machinery Co., Inc.
Waco, Texas

We should have been listening when we were talking, Roger!

—EDITOR

Pearls of Wisdom

To the Editor:

Just read your "Letter From the Editor" in current issue of NATIONAL CLEANER and I couldn't resist immediately extending commendation for your astute perspective in what you refer to as the three "pearls of wisdom."

Your point three sets a tone of philosophy that gives credence to the necessity for human values in business to which Ed [Miller] and I wholeheartedly subscribe. And you are so right about pearls one and two.

HARRY J. PLOUS
Spic and Span
Milwaukee, Wis.

For controlled dye stain removal...

use YellowGo®



...the safety stripper that works cold

When you run across a dye stain—of *any* color on *any* fabric—remove it the safe, easy way with YellowGo. Unlike ordinary strippers, you can work YellowGo cold and control its action for maximum safety to colored articles. It's perfect for car coats and other off-white garments too, because YellowGo won't whiten them . . . won't produce that "bleached out" look. Easy to use—in a bath for large stains, on the board for small ones. Order a bottle from your jobber and see for yourself.




Imagine! A nickel's worth of YellowGo mixed with plain water gives you a whole gallon of effective stripping solution.

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY

"Stain Removers are our only business"

COIN-OP DRYCLEANING

 with tools that you know!

PROSPERITY TIME-PROVEN PROFESSIONAL EQUIPMENT

Now designed to your
New Profitable Coin-Op
Drycleaning Market



Drycleaning Designed with Coin-op in mind . . .
Your drycleaning skill and our technical equip-
ment knowledge combined . . . takes the guess
out of this operation. Tailored to your exact
needs! Versatile floor arrangements for greater
space utilization. Units easily added to meet
growing capacity needs.

**WE SELL
DOLLARS**
with...



**LOWER INITIAL
INVESTMENT**

**LESS OPERATIONAL
TIME**

**LOWER COST PER
POUND**

**LOWER BREAK-EVEN
POINT**

Minimum 'Down'-Time with quick availability of
standard stocked parts and efficient, nearby, long
established service centers.



Copyright 1961 The Prosperity Company

THE PROSPERITY COMPANY

Division of Ward Industries Corporation

Factory and General Offices, Syracuse, N. Y.—Sales and Service Facilities in all Principal Cities

